

DEC 17 1930

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVIII NEW YORK, DECEMBER 13, 1930

No. 24

READY ON
JANUARY 2
\$2.00

E. PHILLIPS OPPENHEIM'S
New Novel for the
New Year

A BIG BEST
SELLER FOR
1931

UP THE LADDER OF GOLD

**40%
INCREASE**

The first 25 orders from bookstores in Chicago, Cleveland, Cincinnati, Rochester, Detroit and Buffalo show an increase of 40% over the advance orders from these same accounts for the Oppenheim novel published in January, 1930.

**"To Have Enough
Stock—Double
Your Usual
Order!"**

**An international diplomatic
sensation that will arouse
wide comment**

**The chief character is an
American, Warren Rand, the
richest man in the world —**

**Whose only remaining pur-
pose in life is to make war
impossible**

**One of Oppenheim's really
great novels — certain to be
one of the big books of 1931**

**We shall back it to the limit
with advertising and public-
ity**

**A
PROPHECY**

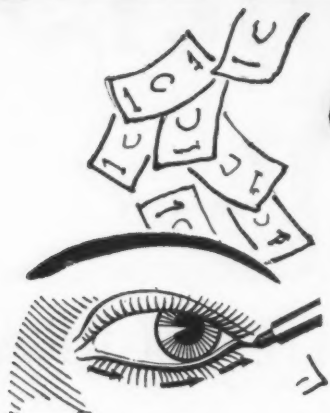
"Without doubt it is the best thing that Oppenheim has written. It will, I am sure, be the leader of the best sellers for months to come in 1931."

—Charles L. Smith,
Smith Brothers,
Oakland, Calif.

**LITTLE,
BROWN &
COMPANY**



1541 Dollar Bills *all in 6 Days*



Phenomenal Success of Unique Test

Frankly we were skeptical. We had seen beauty books turn into beautiful plugs — and we had seen enthusiastic radio fans fade into the ether when asked to buy their favorite's book. Nell Vinick, author of "Lessons in Loveliness," told us she received thousands of letters a week from her radio fans. "But will they buy your book?" we asked. "Show us!" To a few thousand fans, chosen at random, Miss Vinick sent a simple announcement of "Lessons in Loveliness" asking for orders, with cash, in advance. In six days 1541 dollar bills had come in. On December 15th, we are publishing the book. On January 1st, Nell Vinick's popular beauty talks will go on the air over every major radio station in the U. S. She will speak of the book in every talk and direct people to the bookstores. Bound copies are ready. Order at once and in quantity. It's a winner!

Sales-tested!



LESSONS in LOVELINESS

A PRACTICAL GUIDE TO BEAUTY SECRETS
by NELL VINICK, Radio's Beauty Expert

\$1

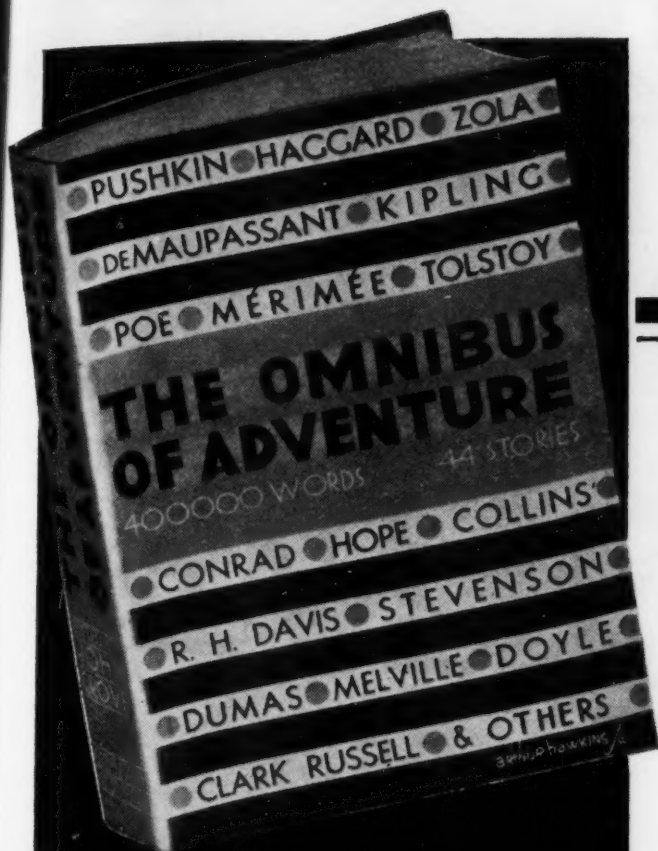
LONGMANS, GREEN & CO., 55 Fifth Avenue, New York. 128 University Avenue, Toronto

THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. Vol. CXVIII, No. 24.
Subscription, \$5; Canada, \$5.50; Foreign, \$6; 15c. a copy. Entered as second-class matter at the Post-Office
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NEW Books for Christmas

2

SPLENDID BOOKS FOR GIFTS



The Omnibus of Adventure

Edited by John Grove

Forty-four complete stories of thrilling adventures from great writers of six countries, such as Stevenson, Melville, Pushkin, Dumas, etc.

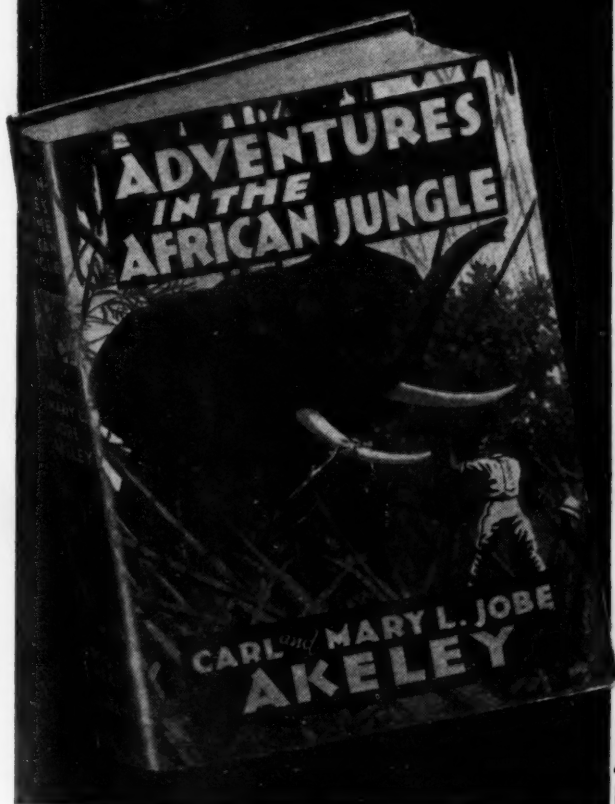
For adults and older children.
882 pages. \$3.50

Adventures in the African Jungle

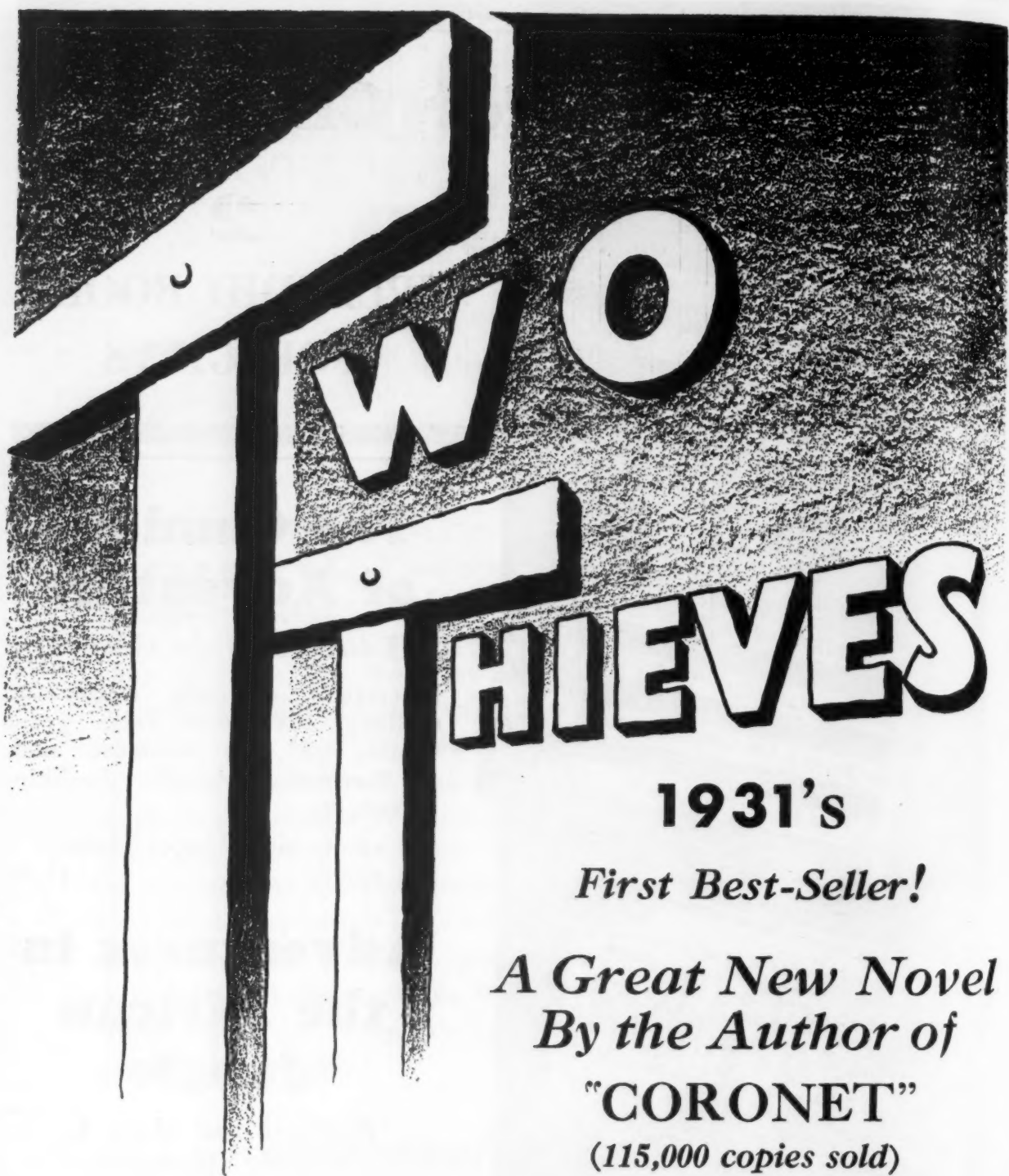
*By Carl and Mary L.
Jobe Akeley*

A stirring true story of personal adventures with strange beasts and stranger tribes in the heart of Africa.

Illustrated by photographs \$3.00



DODD, MEAD & CO.
449 Fourth Ave., New York



1931's

First Best-Seller!

*A Great New Novel
By the Author of
"CORONET"
(115,000 copies sold)*

**BY MANUEL
KOMROFF**

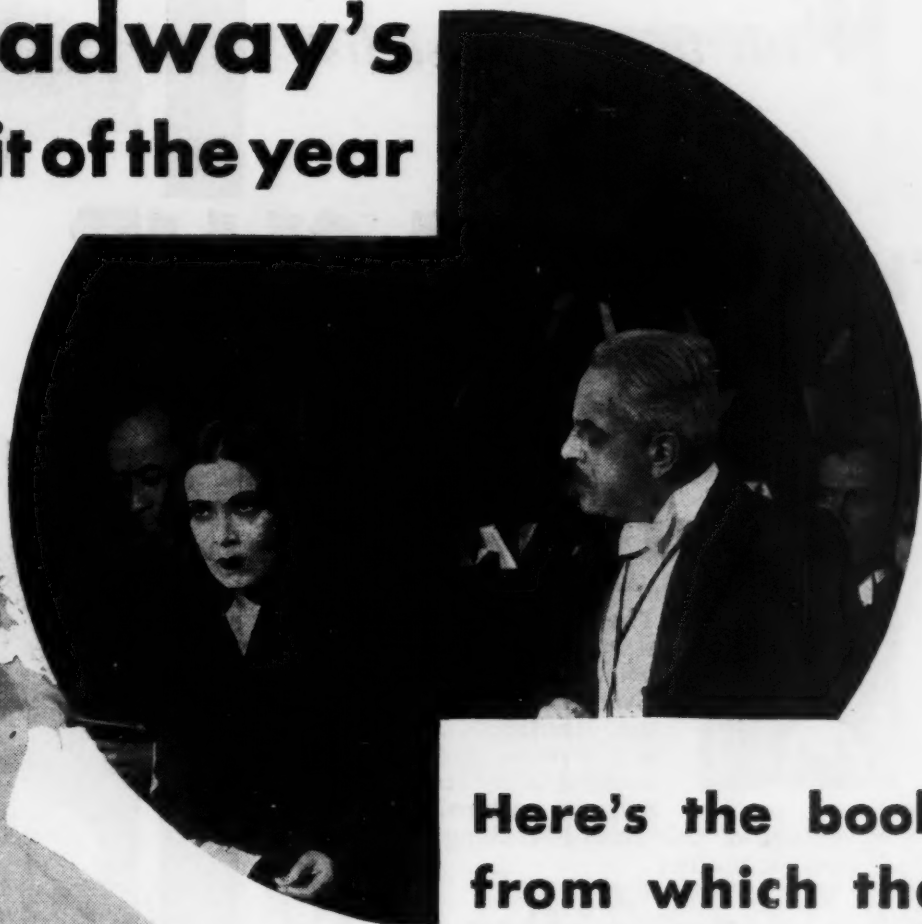
Author of CORONET

COMING LATE JANUARY

PRICE \$2.50

COWARD-McCANN

Broadway's smash-hit of the year



**Here's the book
from which the
play was made!**

Grand Hotel seems to have been written under a lucky star. Wherever it has appeared—in whatever form—it has met with overwhelming success. As a play it has taken New York by storm. Critics call the author "a literary vivisectionist"—her play "all metropolitan life in miniature." Seats are selling weeks ahead, just as they did in Max Reinhardt's Berlin production. That's what the play has done—now comes the novel! Best-seller in Germany—best-seller in England—a coming big best-seller in this country! For all who enjoyed the Broadway hit and thousands more. To be released January 2nd. \$2.00. DOUBLEDAY, DORAN



GRAND HOTEL

the sensational new novel by

VICKI BAUM

*With the greatest list
in its history . . .*

THE CRIME CLUB

**means business
in 1931!**



The Crime Club has never started a year with better books or richer prospects. Every new title is a guaranteed thriller . . . the latest and in many cases the finest books of today's most famous mystery authors. Take ad-

vantage of this record-breaking list — plan now for profits!

Coming January 16th...

THE STRANGE DEATH OF MARTIN GREEN *by David Frome*

Whose footprints marred the seventh tee? . . . here is a tale of cold-blooded, calculating murder! \$1.00

DEATH ON THE DEEP

by H. M. Stephenson. A breathless story of the piracy of a great ocean liner. \$1.00

THE FINGER OF FATE

by H. C. McNeile. Probably the most exciting mystery the creator of *Bulldog Drummond* has ever produced. \$1.00

THE RINGER RETURNS

Edgar Wallace

He's back—the best wanted man in Europe! . . . who deals out his own private vengeance on certain monsters the law has missed. By all odds, The Ringer is one of Edgar Wallace's most exciting characters. \$1.00

*Remember—*Crime Club Memberships offer you a twelve-dollar unit of sale. If you are missing this profit opportunity, write for details at once.

THE CRIME CLUB, INC.
GARDEN CITY, N. Y.



**SPECIAL RELEASE—
December 26th!**

The January selection of the famous Crime Club Jury . . . published just in time for after-Christmas sale.

THE LAST HERO

by Leslie Charteris

They called him "the Saint"—he was the Robin Hood of modern crime. A swift-moving tale by the author of *The Silent Murders*. \$1.00



THE VIKING PRESS

announces

another certain success

EDUCATION OF A PRINCESS

A Memoir of a dramatic life

by Marie, Grand Duchess of Russia

*The Book-of-the-Month Club Selection
for January*

400 pages, 34 illustrations, \$3.50
(Originally planned for \$5.00)

COMING JANUARY FIFTH

Publishing and Bookselling

a history from
the earliest times
to the present day. \$6.

by Frank A. Mumby

"It is indeed the only adequate history of the English booktrade in existence. It is safe to say that, through his skilful performance of an elaborate and intricate task, Mr. Mumby will be established thoroughly as the historian of the booktrade. It seems improbable that there will ever come a time when his book will cease to be consulted as the most exhaustive and entertaining of all authorities upon its subject."

Jonathan Cape

In January

R. R. Bowker Co.

62 W. 45th St., N. Y. C.

REPRESENTATIVE

organizations in publishing and related fields, whom we are now serving:

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FARRAR & RINEHART

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WILLIAM FARQUHAR PAYSON

POLYGRAPHIC COMPANY OF AMERICA, INC.

UNIVERSITY OF NORTH CAROLINA PRESS

G. HOWARD WATT

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OR these organizations we plan, write, and route all advertising; we also act as sales advisers and assist in the formulation of promotion campaigns. In addition, we are called on frequently for special work in preparing sales helps, direct-by-mail campaigns and newspaper publicity.

¶ Our services are now available to a limited number of additional clients in the book field. We will be glad to talk it over with you.

RANKLIN PIER · INC.

Advertising - Publicity - Promotion

545 FIFTH AVENUE—NEW YORK



**INCREASE IN PRICE: AFTER JANUARY
FIRST THESE VOLUMES WILL BE \$3.75
EACH**

Everybody's Boswell

The life of SAMUEL JOHNSON abridged from James Boswell's complete text and from the "Journal of a Tour to the Hebrides." Uniform with "Everybody's Pepys."



Edited by Frank V. Morley
Illustrated by E. H. Shepard

Just out. 54 Illustrations.
665 pages. \$3.50

Everybody's Pepys



Edited by O. F. Morshead
Illustrated by E. H. Shepard

Abridged from the standard Wheatley text, this is the most popular edition of the immortal Diary. *\$3.50*

HARCOURT, BRACE & CO. NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 13, 1930

The Bumpus Exhibition

Beatrice Warde

The First Exhibition to Be Held in the Beautiful New Rooms Recently Added to the Bumpus Shop Has Been Causing Much Excitement in London. The Exhibition Forms an Illustrated Chronicle of the History and Present Achievements of the Oxford University Press

A REALLY stupendous exhibition is now being held under the auspices of Messrs. J. & E. Bumpus illustrating the history and present achievements of the Oxford University Press. As this has just been opened, and I must catch the post tonight, I haven't time to work you up an article in any detail, but I enclose a cutting of what "a Correspondent" wrote about it in the *Times* and also a photograph of the Central Exhibition Room just before it was invaded by Bernard Shaw, Sir James Barrie, Lady Asquith, and the very cream of the literary and publishing world of London. The new Exhibition rooms are far and away the finest thing that has been done in English bookselling circles for many a year. They represent the fulfilment of Mr. Wilson's long-cherished dream, and there is something dreamlike in their quiet beauty. The architect, Joseph Wilson, A.R.I.B.A., of Glasgow, is the brother of "our" Mr. Wilson, though this fact is not generally known. The new rooms are just back of Bumpus's main shop, opening into it, and the building (the Old Court House) was formerly used for the incarceration of criminals on their way to Tyburn Tree near by. No gloomy shades of association, however, could survive the influence of the mellow indirect lighting, the vistas of weathered oak panelling, and the touches of heraldic color which evoked the admira-

tion of the visitors. The exhibition room (the Board Room, as it is called) is in the shape of a horseshoe, with a gallery running all the way round, lit by a cunningly contrived skylight. Niches open out from this room, and the monotony of line after line of books is dispelled by constant slight changes in the angle of the wall. This room opens upon a wide passage-way, which in turn leads into the "Upper Antiquarium," where shelving, exposition frames and niches for historical material have all been blended into a symphony of Scotch oak. The Lower Antiquarium is reached by a flight of stone stairs descending to the floor below.

Mr. Wilson might have been expected to look rather dazed after the last fortnight of preparations, during which he was supposed by the staff to have dispensed with the luxury of sleep; but the fact is that he was the calmest man in the room, and, with Miss Haldane, greeted his famous guests with all his usual urbanity and alertness. I asked him why the authors and publishers present, who generally look so very gloomy *en masse*, were all looking so cheerful; and he said, "Oh, that's the books. They always look happy when they are surrounded by books, and that is why any good bookshop becomes a sort of intimate clubhouse for men of letters. You will notice that we have not crowded these Oxford books on to the shelves; here and



John Fell, 1625-1686. Dean of Christ Church and Bishop of Oxford. Pioneer of English typography and donor to the Oxford University Press of the famous punches and matrices (dating from the 16th and 17th centuries) which bear his name

there one is shown open, or with the front cover displayed—not simply a row of spines.”

The visitor who has availed himself of the unique opportunity of beholding the original Fell punches and matrices, priceless documents on early printing, publishing and the progress of orthography, and has seen the evidences of intimate association between the learned press and its learned protagonists, from Bishop Fell through the Earl of Clarendon, Lord Stanhope and Dr. Daniel down to the late Robert Bridges, looks with a keener appreciation upon the beautiful and often inexpensive current volumes of the press, and remembers that however limited may be the audience for any single edition, no volume ever has been or ever will be remaindered.

To quote from the *Times*:

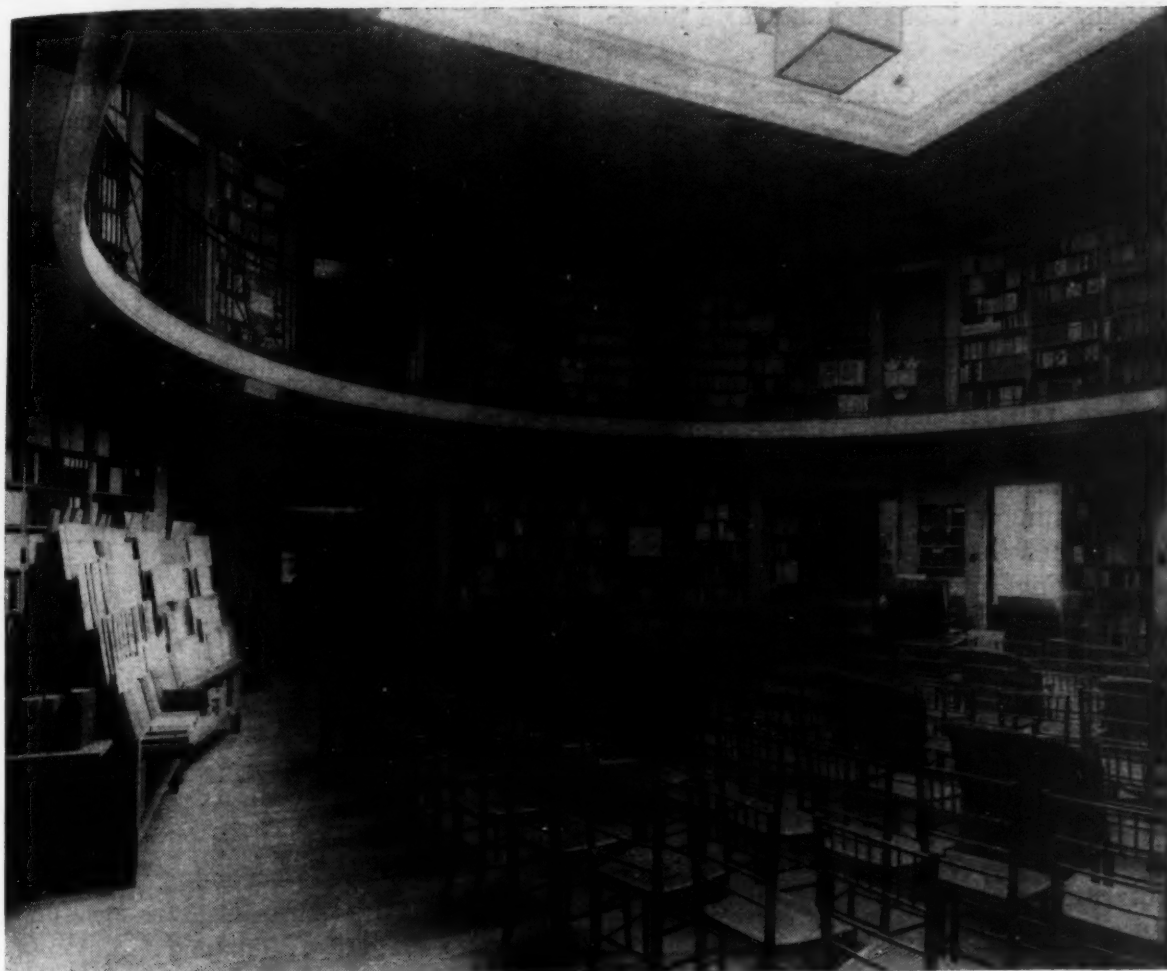
“The exhibition shows the visitor that in one case at least growth has been by concentric rings rather than by branchings off. There is the “O.U.P.” as a publishing and bookselling organization repre-

sented in most of the world's capitals; there is the vast and efficient printing house itself at the center of those circles of influence; and, hidden away at the heart of the printing office, there is a treasury of ancient typographical material and tradition which cannot be rivalled in England. It is precisely because the Oxford University Press remains a *press* in the ancient and modern sense of the word that it has been able to exert an incalculable influence upon the orthography as well as the typography of the English language.

The Lower Antiquarium

“The first room of historical exhibits (the Lower Antiquarium) gives fitting space to the portrait and memorials of John Fell (died 1686), Bishop of Oxford. A large new broadside reproduces a portion of Fell's will, which indicates the same care for the Press's typographical supremacy that led him to search Europe for the ‘punches Matrices Moulds got together by me and others at great expence’—the ancient material of the Fell types which is exhibited near by, and which is still in use for the printing of fine limited editions at the Press. It is Fell, too, who begins the adjacent group of documents on orthography by his bold experiments with reformed spelling, and this section, perhaps the most fascinating of all to the student of English, gives sidelights on the gradual emergence of the ‘Oxford House Style’ which the prestige of the University was to impose upon nearly every learned printing house in the English-speaking world.

“Problems of marketing, advertising, and cataloging are illustrated with unusual documents worthy of the attention of publishers, which reveal an unexpected publicity sense in the scholars of the seventeenth century, especially in the indefatigable Fell. The ‘Paper’ section indicates what a part Oxford has played in publishing history by the solution of the thin paper difficulty, and materials illustrating ‘Social Life and Services’ include an early set of regulations throwing some light on the mysterious craft term *wayzgoose*, here spelt *wake-goose*. A copy of the first issue of the *Oxford Gazette*, later the *London Gazette*, serves as a reminder of the fact that the oldest surviving English newspaper began at Oxford.



The new Board Room (chief exhibition room), "The Old Court House," Messrs. J. & E. Bumpus, London. Opened by Sir Henry Hadow on November 6th. The chairs were brought in for the occasion of the first exhibit. Normally the center is occupied by an ingenious showcase

Oxford Almanacks

"The adjoining room presents a picture of great charm even to the layman who takes no interest in printing, for here are ranged the brightly burnished original copper-plates of the eighteenth-century Almanacks of the Press, in many cases accompanied not only by the irrespective prints but by the carefully guarded originals, the most notable of which is a superb sketch by Thornhill for the 1720 Almanack. Here also are many exhibits, new to the public, showing the intimate connection of Robert Bridges with the Press, and the extent to which the poet ranged with earlier lovers of literature—Fell, Clarendon, Daniel, and others—in his care for the material forms of thought.

"The Bridges documents, carrying the visitor almost to the present day, prepare him for the glimpse of the modern printing office provided by the large photographs on

the stairs leading up to the central exhibition hall. The importance of this technical background becomes evident when one enters the Great Board Room, the central exhibition chamber. Here are grouped the finest publications of a Press which has never 'remaindered' a volume, though at least one edition has remained in print for over 200 years.

"Behind the glass case containing the fine seventeenth-century writing desk of that warrior-scholar, Lord Clarendon (whose 'History of the Rebellion' is said to have played so large a part in the financial establishment of the Press), is a bay devoted to special bindings tooled at the Press. A gallery runs round the Board Room, under the central skylight, and amateurs of modern fine printing will not pass by the small room devoted to Dr. Charles Daniel, whose private press at Oxford first heralded a movement which

William Morris brought into world prominence.

The First Oxford Books

"From the Board Room one passes into a wide passage-way which contains perhaps the most impressive treasures of the Press. Beneath the proud roll of Printers, Type-founders, and Engravers to the University from the earliest days to the end of the nineteenth century are placed the first Oxford books: the famous St. Jerome with the date 1468, now ascribed to the year 1478; the first English edition of the classics (*Cicero pro Milone*, 1480?), and other monuments. Here also is a striking series of new broadsides in the Fell types, incorporating interesting facts about their true origins. The variety of Oxford editions of the Bible is shown in a high stack of graduated sizes, but the frequent Victorian survivals of 'yapp edges' and ungraceful binding decorations too generally associated with 'Bible style' make this section less interesting aesthetically than it is important historically by virtue of its documentation of the printing problems of the Revised Version, annotated editions, etc. An extract from a Diary of 1853 reads:—

I, William Timberlake, began counting the number of small letters and capitals in Bible and Testament,

and the label comments:—

These must have taken years to compile, and happily survive to illustrate the meticulous care with which Bible Printers have pursued their craft. If the uninitiated are tempted to regard these figures as superfluous, let them remember the heavy cost of type and the need of the Printer in matching the size of his fount to the peculiarities of his task.

Rare Type-Specimens

"Actual punches, matrices, and even ancient types surviving from the days of Fell, Junius, Bowyer, and the great John Baskerville served as a transition to the Upper Antiquarium into which this room leads. Here is reserved to the end the more intimate, and perhaps the most generally appealing, section of the exhibition. The introduction of Lord Stanhope's first iron presses, the long line of Press Devices and Marks, and the earliest Oxford Almanack (1674) are here; a series of rare or unique type specimens beginning with Fell ends

with Bridges's phonetic Chilswell type and Mr. Graily Hewitt's Treyford type, both cut for the private use of the Press by the Lanston Monotype Corporation; and others than bibliographers will come for a sight of one of the rarest books in the world, the first edition of 'Alice in Wonderland,' with the ledger entries which throw new light on the mystery of its first cancellation.

"The new Exhibition Rooms reflect credit on the architect, Joseph Wilson, A.R.I.B.A., of Glasgow, for by the subtlest varying of planes of vision and lighting each wall breaks with monotony and lures the visitor along. In more than one way the present exhibition is a model worthy of study, for just as it would be difficult to imagine a more flattering setting for the books, so it would be impossible to improve upon the method of their arrangement and description, for which credit is due to John Johnson, the present Printer to the University. Mr. Johnson's background of scholarly research has not prevented him from becoming a practical printer, and his enthusiasm for the craft, supported by the vision of J. G. Wilson, managing director of Messrs. Bumpus, has resulted in an exhibition which makes vivid to the layman not only the romance of early printing but the extent to which all modern civilization depends upon the press."

We Take Books Too Much for Granted

The London *Times* in an editorial which commented on the exhibit said:

"In his little opening speech Sir Henry Hadow went straight to the point. Behind the libraries, which readers nowadays take so easily for granted, lies all the labor and thought, the initiative and risk which such an exhibition as this reveals. The news of it, and the lesson of it, may help readers in future not to take books and printing quite so much for granted. And it is a pleasant thought that this spirit is being spread abroad from a spot which used to be the last resting-place of the condemned before reaching Tyburn, and the scene of many a dreadful tale of crime and its punishment. The more of this kind of light, the fewer of such dark places."

The Use of Review Copies

EVER since Dale Warren of Houghton Mifflin wrote in the *Publishers' Weekly* concerning Book Beggars, I have been making a study of this practice in the college field. My discoveries are closely allied with the question of trade book sales by college bookstores (for they *do* sell trade books).

Three years ago, at a convention of editors of college papers, the editor of our State College News learned that publishers were willing to send review copies of trade books to college publications. He told our bookstore of his discovery, which he quickly put to use. As we were just beginning our trade book department, we also welcomed the idea. It appeared that reviews should help to sell books. As the scheme worked out, the editor sent in for books which interested himself—many of them three-fifty and five dollar volumes. He did let us know in advance the titles of those to be reviewed. We attempted to stock them on the basis of his reviews. Alas, and alack—not a copy was sold; very few “went” even on the rental shelf as the result of a review.

The year following, the new editor, a history student, continued in wholesale fashion the practise started by his predecessor. He boasted of his “private library” worth, at the end of the year, over five hundred dollars. That season his reviews sold exactly two books for us. Upon investigation, we discovered that the students were not reading the reviews—“\$4.00” or “\$5.00” at the beginning discouraged them.

By this time, the editor-in-chief of our humor magazine had caught the idea. Although book reviews were entirely out of place in his publication, he had official stationery, which proved effective in securing the coveted volumes.

During these three years, we were co-operating with our literary magazine in lending them all the books they wished to review. It seemed to us that the only logical place for such reviews was in a publication of this type. Their reviews made a definite tie-up between publisher

and bookstore sales. Quite often we stocked a book at their suggestion. Almost never was such a title left on our shelves. A few times, when we ordered a quantity sufficient to warrant a review copy, we requested the publisher in question to send such a copy to the literary editor of the State College Quarterly.

“Three times and out”—This season finds all three groups almost in competition with each other to see which can secure the most books. Packages still come addressed to the News editor of two years ago, who boasted of his “private library.” All the students admit their practise is dishonest, but—“everybody’s doing it.” Since publishers send some books unsolicited, why not ask them for others?

The results to our business are not difficult to deduce. First, our nucleus of real readers, lovers of good books for the most part, are continually supplied with material free. No longer do they, as a group, visit our shelves to buy—just to get ideas. Our rental shelf bargains, which used to be asked for in advance, are now passed over, because—to quote—“Why pay thirty-five cents for a used book when one can get a new one for two cents?” To date, of the twenty-three volumes which have been reviewed, we have sold one. The first number of the literary magazine comes out this week with eight reviews. We stock only three of these titles, knowing our trade well enough to be sure the rest would not be bought.

In conclusion, we wonder if this condition exists in other colleges. Since the first idea came from a convention, we have good reason to believe it does. We wonder also if the publishers would not sell more trade books if the sending of review copies were handled through the bookstore, as has been done up to this year in the case of our one literary magazine. We have reason to believe this idea is sound, for we continue to sell many new books which are not reviewed at all. Since ours is a Teachers’ Institution, the publishers appear to be helping us send out a new generation of Book Beggars.

Chicago Booktrade News

Milton Fairman

of the *Chicago Evening Post*

LOUISE LACKNER and Agnes Pierce, Chicago society girls, have opened the Chestnut Court Book Shop in Winnetka, a suburb of Chicago. In addition to a general line of books, the shop has a rental library.... Frances Hamill and Margery Barker have issued the third catalog from their Gold Coast Shop at 700 North Michigan Avenue.... Janet Ayer Fairbank, Chicago society matron as well as authoress, writes "The Lions' Den," a new novel which appears this month. Meanwhile, her sister, Margaret Ayer Barnes, is preparing another novel while "Years of Grace" continues to top the selling lists of Chicago bookstores.... And Mary Borden, now Mrs. Spears of London, author of "The Woman With White Eyes" and other novels, has returned to Chicago on a visit.

✻ ✻ ✻

Chicago celebrated Children's Book Week with special exhibits in schools, libraries, and the shops. Marshall Field's book section had a showing of the work of seventeen illustrators of juvenile books, and Johnny Gruelle, author of the Raggedy Ann Stories, was present to autograph for the youngsters. Dorothy Aldis, writer of verse for children, gave readings and told stories at Field's, and also appeared for a special afternoon for boys and girls at the Walden.... Ben Feldstein, manager of the Boston Store's book department, took advantage of the annual rush for Santa Claus and the toy department and installed a large exhibit of juvenile books among the toys.

✻ ✻ ✻

The Post Office News Company, which has kept pace with building in Chicago by installing branches in three of the newest skyscrapers, opened its splendid new store in the Board of Trade Building with a tea. Virginia Daniels was the hostess, and a number of local critics and writers attended. The other new shops are in the

Merchandise Mart and the Chicago Daily News Building.

✻ ✻ ✻

The A. L. Burt Company has opened a Chicago office and display room at 506 South Wabash Avenue. Edgar W. Porter is manager of the new branch.... Joseph Godair has a rental library at 10 East Division Street.

✻ ✻ ✻

Ambitious plans for the newly launched Black Archer Press: A hitherto unpublished novelette by Louis Bromfield is due for spring publication. William Targ, bookseller of 808 North Clark Street, who directs the press, has announced its second publication, due this month, will be "A Lady Thinks," a book of modern verse by Sis Willner. The edition will be limited to 350 copies, and Vogue type will be used. Vogue was also used in the short story by John Cowper Powys which was the Black Archer's initial offering. . . . Miss Willner is well known in the Chicago book-selling world.

✻ ✻ ✻

Samuel Putnam, erudite critic, translator, and one time associate of Pascal Covici in his Chicago office, is one of the signatories to a manifesto issued in Paris in behalf of *Direction*, a symposium. Co-signers are Richard Thomas and Harold J. Salemsen. *Direction* will be issued within the next few months at 42, Rue de Plessis, Fontenay-aux-Roses, Seine, France. Price, \$1.00.

✻ ✻ ✻

The long-awaited "Murder for Love" by Ione Quinby, Chicago reporter and authority on ladies who kill, will come from the presses of Covici, Friede next month. Interesting to note is that the news syndicate, which owns the copyright on the photograph of Ruth Snyder in the electric chair, refused permission to reprint the picture, explaining that it might injure the syndicate's cordial relations with Sing Sing officials.

Bookstore Ads

Book Menu for October

carefully selected by experienced dietitians with special regard to the balance of vitamins, starches and sugars. Please choose the courses that tempt you and return this menu as soon as possible so that you may begin your repast of pure enjoyment at once.

HORS D'OEUVRE VARIÉS

Novels and Novelists by Katherine Mansfield 3.50
A Writer's Notes on His Trade
by G. E. Montague 2.00

ENTRÉES

The Edwardians by V. Sackville-West 2.50
Angel Pavement by J. B. Priestley 3.00

VIANDES

The Letters of Henry Adams 5.00
Portrait of a Diplomatist
by Harold Nicolson 5.00

SALADE

A Victorian Village by Lizette W. Reese 1.00

DESSERT

The Glory of the Nightingales
by Edwin Arlington Robinson 2.00

If you are disappointed in any dish on this bill of fare, the chefs request that you return it to the kitchen, i.e.

VASSAR CO-OPERATIVE BOOKSHOP
Vassar College, Poughkeepsie, New York

SIGNED _____

which strike a note of originality. The Vassar Cooperative Bookshop offering makes an unusually attractive business reply card. Sheehan's Book Store regularly appears in Detroit newspapers with ads similar to the one here reproduced. The Brentano ad is also well-known

You Can Count On Sheehan's

We do honestly try to do things for the people of Detroit. It is good business for one thing; but people have in the course of half a century come to expect things of us and we feel an obligation not to let them down.

That is one reason—and also because it is good business—why we have kept our stock complete during the past summer when the temptation was to cut the inventory to the bone. But it has paid.

Another interesting result of this "public service" feeling is the radio broadcast of new books which we are sponsoring over WEXL on Friday afternoons at 2:15.

One or two important books are reviewed each week. Next Friday's books will be Lone Cowboy, by Will James (\$2.75), and Big Barn by Walter Edmonds (\$2.00).

Yesterday's was Booth Tarkington's fine new novel of the Maine coast, Mirthful Haven, one of the best stories in years by the dean of American letters. The price is \$2.50.

SHEEHAN'S BOOK STORE

1550 Woodward Ave.

A
BOOKSTORE
AT YOUR ELBOW

PERIODICALS
JUVENILE BOOKS
STATIONERY
LEATHER GOODS
NOVELTIES

Also OLD and RARE
BOOKS—Send for Catalog

IMMEDIATE DELIVERY

Telephone
Telegraph or
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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

How to Know Publishing

ALTHOUGH an industry and craft must look forward in its methods and practices, similar problems are faced again and again, and this is as true of publishing and bookselling as of any other industry. While the booktrade is re-examining itself in its present status and planning for new progress in the next decade, it would be a particularly opportune time to review the history of the booktrade and take advantage of the lessons that publishers and booksellers have learned from hard experience. It was Carlyle who said "Ten ordinary histories of kings and courtiers were well exchanged against the tenth part of one good history of booksellers."

The best history of the profession is that of Frank Mumby, whose volume entitled "The Romance of Bookselling" was first published by Little, Brown & Company twenty years ago. After these two decades, the book being long out of print and rare, Mr. Mumby has, with new research, completely revised the many chapters and added a number more, bringing the story down to date. This volume of 500 pages will now be published simultaneously by Jonathan Cape in London and the office of

the *Publishers' Weekly* in America, an extremely readable book full of the records of the development of the book business, well illustrated and containing a very valuable bibliography by William Peet. Some day an American Mumby must take this same story and carry it on through the experience on this side of the water. It is a task that is ripe for research, and, when the book is written, it will not only be interesting reading but, like this present volume, throw a vast deal of light on one of the most fascinating of industries.

Sales by Direct Appeal

IN increasing sales by direct appeal to special customers the bookseller has to push his activity through many different channels. Especially in the busy winter season time it is effective not only to send the customer the general catalog or marked copies of the general catalog but also to pick out specific books for specific people and bring these books to their attention just before publication or on publication. There is a special advantage in this approach because the customer is pleased by the fact that fresh information is being given to him promptly, and it also gives him the impression of a very personal service from the bookstore, as the books described are, if the selection is carefully made, those which coincide with his own individual tastes and interests.

In many stores the receiving department brings one each of the newly received books to a special part of the store, so that all the salesmen can look over the books and decide which ones they can recommend to their individual customers either by telephone, personal call or special letter. Very often the actual arrival of these books can be anticipated by noting the publishing dates. In order to watch out for publications of this kind the *Weekly Record* of the *Publishers' Weekly* forms a most valuable tool, as it records the books just as they come out and not only reminds the bookseller of the publication dates of books he has seen in advance but will call to his mind other books that he may have overlooked in his buying.

In order to give special aid to the booksellers who are following this idea of per-

sonal service, the Editors of the *Publishers' Weekly* study each week's books and select specimen titles which would be peculiarly suitable to special promotion and point these out on a preliminary page which accompanies each *Weekly Record*. The titles emphasized are typical of the week, and each one has its own peculiar interest and can be called to the attention of a smaller or larger group of potential buyers. Stock which sells promptly on the day of publication is stock which adds greatly to the rapidity of the turnover of the bookstore and gives a very favorable impression in the community.

Non-Existent List Prices

ONE of the troublesome things in the booktrade is the misuse of a list price which does not exist, misuse in order to make attractive a lower figure. Bookstores are usually careful about this, but apparently some of the new outlets for books are not going to be as careful, judging by some of the Christmas publicity. When a \$2 or \$3 book has been reissued definitely at a lower price, it is not a mark-down, yet the United Cigar Stores, at least in New York, are putting on display such a book as "The Well of Loneliness," which is everywhere a \$2 book and marking it as reduced from \$5 to \$2.

Still more unfortunate is the direct misstatement of a list price. The recent edition of the uncopyrighted Sherlock Holmes story by John Murray of New York was issued at 75c., and was 75c. value, but there is no excuse for displaying it as having been a \$2 book when it never was a \$2 book.

The most blatant example, however, is the big quarter page ad in the New York papers of the United Cigar Store Company offering five mystery stories as published by the Mystery League reduced from \$10 to \$2.50. These books were published at 50c. apiece and were never sold at any price but 50c., and the use of this \$10 figure has no basis whatever.

The Bishop vs. the Judge

NEWS headlines have never more quickly reflected their influence in book sales than in the case of Judge Lindsey's books, "Companionate

Marriage" and "The Revolt of Youth." At Sunday morning service in the great Episcopal cathedral of St. John the Divine in New York, Bishop Manning took occasion to denounce Judge Lindsey and all his theories. Judge Lindsey, who was in the front seat, rose and clamored to be heard. He was hurried from the church and police took him to the station. The prominence of both participants in the altercation carried the story to every city of the country, and people who did not know Judge Lindsey's theories were bound to want to read for themselves.

We called Garden City Publishing Co. to ask the effect on sales and find that it has been instantaneous: orders from every state in the Union and of from one copy to five hundred. People really want to form their own opinions, and good book distribution helps them do this.

Capper-Kelly Bill Coming Up

WITH the Capper-Kelly Bill coming up for attention in the short session of Congress, according to the statement of the leaders, the debate on the question of price control is increasing daily. Many ways of suppressing the evil of price cutting have been established in this country, as has been pointed out by Dr. Crichton Clarke in a statement in which he takes issue with recent assertions by Charles Wesley Dunn on this subject. "Congress has suppressed all price cutting on postage stamps by statute. The Supreme Court enjoined the price cutting or scalping of railroad tickets. Besides this, there are laws against price cutting which came into existence many years ago, and even the magazine publishers have succeeded in maintaining their rates against those who would make reductions which had not been authorized by the publishers. The magazine publishers have been able to do this while the book publishers have not, because the price cutter is selling a contract for material that is to be distributed in the future and therefore is acting as direct agent for the periodical publisher and his actions can be controlled.

A weakness of the present bill is the fact that the producer cannot control the price handled through the jobber, and it is believed by many that department stores and chains who want standard goods for use

as price bait will play one jobber against another until they break down control of supply and again handicap systematic distribution. But for seventeen years there has been an uninterrupted effort to obtain some legislative aid in lessening the stringency of the Sherman Act as applied to merchandising. The campaign has had its effect on public opinion and Congress seems about to pass a bill that will be one step toward straightening out a nuisance.

Will This Affect Publishing?

THE University of Chicago has embarked on an entirely new plan of reorganization in an effort to substitute more vital processes in education for what have seemed mechanical processes in the past. Degrees will not be granted in recognition of so many years of residence and the accumulation of so many credits by attendance upon lectures for so many hours, but students will receive degrees only when they can demonstrate by passing comprehensive examinations that they are the kind of people upon whom degrees may properly be conferred.

Such a change must develop a new technique of teaching, and new technique will undoubtedly demand new types of textbooks. Such a change would seem to be in the direction of more general reading among varied texts instead of systematic following of single texts.

France Moves on Copyright

THE threat to American literary interests contained in the resolution passed at the International Copyright Conference in Rome in the summer of 1928 takes more concrete form in the bill brought by the French Ministry before the Chamber of Deputies. This resolution at Rome provided among other things that any country that so decided could, after August 1, 1931, cease to give copyright to a non-Union nation. At present, many American authors get their European copyright by publication in England though most of them do not get it at all. After August 1st, any European nation can cease to recognize our rights through that method, and this would necessitate our authors' publishing their books in each foreign country. In France the

Minister of Foreign Affairs of the Cabinet has brought before the steering committee of the Chamber of Deputies the bill authorizing the president of the Republic to ratify and if it is possible to put into execution the International Berne Convention as of Rome, June 2, 1928. This report is printed in the current issue of *Le Droit D'Auteur*, the official organ of the International Union, with no statement as to whether the bill has been passed in the Chamber of Deputies.

A Guide to the "Points"

THE great nineteenth century period of American literary activity from Cooper to Twain was carried on at the time when American printing and bookmaking was at a rather low ebb, and the collector of first editions finds himself sifting out rather badly printed volumes, and only the specialist can tell first printings from later printings and even specialists are not sure of the opinions.

As this field of collecting has become rapidly more interesting to collectors in the last half dozen years, the need of information has been rapidly increasing. The *Publishers' Weekly* added to the general knowledge of the collector by publishing serially check-lists of American firsts by Merle Johnson which were afterwards gathered into a book, and besides this there have been many separate author bibliographies with new or revised material. For information on the most minute points about some of these firsts Richard Curle has recorded his guesses in a volume entitled "Collecting American First Editions Its Pitfalls and Its Pleasures," published in a limited edition of 1,000 copies by *Bobbs-Merrill*, illustrated with some fifty facsimile pages.

Mr. Curle in his introduction claims that "The rarer American first editions are being tampered with out of all conscience, and unless this be put a stop to they will fall into universal disrepute and people will turn their attention elsewhere. To everybody connected with books this is a matter of grave concern. The sure way to end swindling is: first, to be able to detect the swindles when you see them, and, second, to decline to have anything to do with them when they are detected."

Boston Booktrade News

Dale Warren

FIRST aid for the holiday shopper in generous and stimulating doses fills the 88 pages of "Better Books for Christmas, 1930," edited by Dorothea Lawrence Mann and published for free distribution under the auspices of the Board of Trade of the Boston Book Merchants. This is the largest and most attractive quarterly catalog that has been issued since the organization began the publication of the series three years ago. The outstanding new books of the season are grouped according to their classification and each is described in a brief, well-condensed paragraph. In addition there are special articles by Nancy Byrd Turner, Arthur Stanwood Pier, Wallace Irwin and Miss Mann herself, and a generous number of line cuts for the purpose of illustration.



E. F. Edgett, literary editor of the *Transcript* figures that he has given more than 160 book talks over radio stations WBET and WNAC since he began back in 1927. In addition to their delivery before the microphone, these talks are printed every Saturday in the Book Section of the *Transcript*. Also they are printed in leaflet form and are mailed to about two hundred booksellers and publishers, and to any one else who may care to ask for them. By way of stimulating Christmas business the *Transcript* recently ran the following copy as a full-page advertisement:

NOW IS THE TIME TO BUY CHRISTMAS BOOKS

Now the bookshop stocks are fresh and complete.

Now there is room and time for you to make your selections without rush or worry, carefully and comfortably.

Now the books you buy may be wrapped, addressed and stamped for Christmas season mailing.

Now the bookshops are filled with more interesting books than for many seasons.

Now there is a reawakening of interest in

book reading, because of what the publishers are offering in the way of fiction, travel, biography, mystery and detective stories.

Now is the time to read the Book News, Book Reviews and Book Advertising in the Wednesday *Transcript* Book Pages, in the Saturday *Transcript* Book Section and the Christmas Bookstalls in four Wednesday *Transcripts* beginning with the issue November 12, and to listen on Fridays at 7:45 to Edwin Francis Edgett's Talks about Books and Authors over WNAC.



Will James, with his Western drawl and high boots, breezed into Boston earlier in the month, talked to a flock of reporters, drew a number of sketches of "Long Jim" and other horses he has known, autographed copies of "Smoky" and "Lone Cowboy," held an informal reception in Allan Pitman's book room at Jordan's, shook hands all around and called it a day. He told Karl Schriftgeisser of the *Transcript* that he didn't like this job of going about the country signing his name in books, but the truth is (as he finally admitted) he gets a great kick out of it. He meets a lot of people this way, and if they don't know anything about the country he comes from that's their hard luck and not his. He likes to meet different people and he says he's glad they are not all alike either. "If they were all alike why Montana'd be crowded all the time and that would be just too bad," he said.



Trentwell Mason White of D. C. Heath & Co., himself the author of numerous books and short stories, is conducting a university extension course in short story writing which meets Friday evenings, at 7:30, in Harvard Hall, Cambridge. With characteristic resourcefulness Mr. White has hit upon an arrangement whereby his friends will do a large part of his work for him. That is, he is calling upon his

friends among local authors and editors to drop in and address the class for a part of the period each evening as a help to the practical and constructive program of the course. Among those cooperating with Mr. White in this respect are Leonard H. Nason, author of "Chevrons," "Sargeant Eadie," etc.; Dorothy Speare, author of "Dancers in the Dark," "The Gay Year," etc.; Russell Gordon Carter, author of several books for boys; John Clair Minot, literary editor of the *Herald*; Clayton H. Ernst, editor of the *Open Road*; and Edward A. Weeks, editor of the *Atlantic Monthly Press*.



The offices of the Macmillan Company on Newbury Street were the scene recently of a book fair held under the auspices of the New England Women's Press Association. Books of several publishers were displayed and the following New England authors asked to autograph their latest titles: Alice Stone Blackwell, Annie Russell Marble, Mrs. Larz Anderson, Doris Peel, Eleanor Early, James B. Connolly, James B. Eagan, Henry W. Clark, E. E. Whiting, Joe Mitchell Chapple, Harold Loring, John Orth and Carl E. Milliken.

Evelyn Page and Dorothy Blair are receiving congratulations on their new detective story, "The Back Bay Murders," which appears over the pseudonym of Roger Scarlett. . . . A. W. Paine, formerly with Houghton Mifflin Company, has taken over the Gateway Bookshop and is now located in New York at 7 East 12th Street, offering a line of titles, new and old, "suitable to the agreeably intelligent." . . . Mary Caperton, suave, blonde publicity rooster for Little, Brown, has resigned her position and sailed for Europe. . . . Professor Robert E. Rogers of Tech. is giving a series of radio book talks under the auspices of the R. H. White Company. . . . The Counting House, No. 13 T Wharf, is receiving orders from its holiday catalog of Americana, which lists 247 miscellaneous titles. . . . An enterprising committee of residents of Concord, Mass., held a children's book rally earlier in the month, inviting mothers of children of the reading age to hear brief talks by the following well-known authorities on juvenile books: Alice Cooper Bailey, Russell Gordon Carter, Lucille Gulliver, Louise H. Guyol, Kenneth Kempton and Nancy Byrd Turner.

Post Office Proposal

THE proposal of the Post Office Department to increase the first-class mail rate from 2c., to 2½c., an ounce to meet the expense of this particular class of mail gives special importance to a recent address of Third Assistant Postmaster General Tilton before the Association of National Advertisers. Some of the figures from his address are significant, first, the current Post Office deficit which is sometimes given as \$91,000,000 but is reduced to \$58,000,000 in Mr. Tilton's statement, the difference being due to the elimination of certain non-postal expenditures. According to Mr. Tilton, first class mail costs 2.12c. apiece to handle, there being 17,000,000,000 items; newspapers and periodicals are carried at an average revenue of .47c. per piece, with a total of 6,000,000,000 items; third class, including circulars, is carried at an aver-

age revenue of 1.42c. per piece, with 4,000,000,000 items; fourth class, packages, an average revenue of 18.45c. apiece, 770,000,000 items; penalty and franked matter, 550,000,000 items; total items, 29,195,000,000.

"The Post Office Department," says Mr. Tilton, "is a business not concerned with profits but concerned with a growing disparity between income and expense. The Post Office was instituted as a self sustaining unit of the Government, and the whole cost should be borne by those for whom service is rendered. Congress decided wage schedules and postal rates, and the question of whether the Department shall be really self sustaining rests with them. The friends of each class of mail matter are jealous of any attempt to increase rates that would affect them. Users of first class mail claim that that

class is showing a profit; the users of second that any increase would defeat its own ends because of the effect in reduced volume; friends of third class point out that it is the "filler mail" which rides along and should not be assessed with any part of the overhead; friends of the fourth class say that the rates have already reached their economic limit...As between the two cardinal principles of rate making, the cost of the service and the value of the service, the first is decidedly more capable of exact determination and mathematical expression than the latter...Railroads carry passenger traffic at a loss; telegraph

and telephone companies have different rates at night; newspapers have two classes of advertising at widely different rates; transportation is divided into first cabin, tourist, etc.; and by the same theory first class mail receives more attention than others. . . . The controlling factor in fixing the charges must be somewhat related to the amount the traffic will bear.... This business should operate in a manner only to break even, and only through increasing the rates on first class can the revenues and expenses be balanced, and then only so long as Congress cuts the garment to the measure of the cloth."

In the Bookmarket

THE publication rights to the letters of George Bernard Shaw and the late Ellen Terry have been purchased by Elbridge L. Adams of the *Fountain Press*. The letters are at present in New York and, according to a New York *Times* representative who was allowed to examine them, "revealed an extraordinary devotion between the famous dramatist and the leading figure of the English stage lasting for thirty years." The devotion seems extraordinary in view of the fact that Shaw and Terry met only once during the long period of their correspondence. The correspondence began in 1890 when Miss Terry wrote to Shaw who was then musical critic of *The World* of London, asking his opinion on the chances of a musical friend of hers. It was not until 1905 that the two met, when Miss Terry was preparing to appear in a Shaw play, as Lady Cicely in "Captain Brassbound's Conversion." Unfortunately, almost at the moment of their meeting, Miss Terry fell in love, at first sight, with James Carew, an American actor in her company and married him at once. The collection comprises more than one hundred letters from Shaw to Miss Terry and a much larger number from Miss Terry to Shaw. It appears that the actress destroyed many of Shaw's letters. ❀ ❀ ❀

A letter from *Dorrance & Company*, Philadelphia book publishers, says that they

have expended a year and a half in intensive search for a prize novel, wet or dry, on American prohibition. The contest, scheduled to close last summer, was extended to November 20th. "The contest judges now announce that all manuscripts submitted have been read, and that not one of them can be awarded the prize or even seriously considered for it. They have, therefore, been returned. The experience of this company is that of several book publishers who have recently sponsored fiction contests in the hope of a find. It is also that of the Australian Federal Government's motion picture contest and, for the second time, of the French Academy in its annual hunt for a prize poet. Beginners are heard to lament the lack of literary opportunity. May not opportunity at times reciprocate?" ❀ ❀ ❀

Louis Barthou, the new Premier of France, is a well-known book collector and author. His most recent literary work is a biography of Wagner called "The Prodigious Lover." ❀ ❀ ❀

Oliver Sayler's series of weekly talks about the outstanding books of the fall season, which have been broadcast over Station WGBS, came to a close December 1st. ❀ ❀ ❀

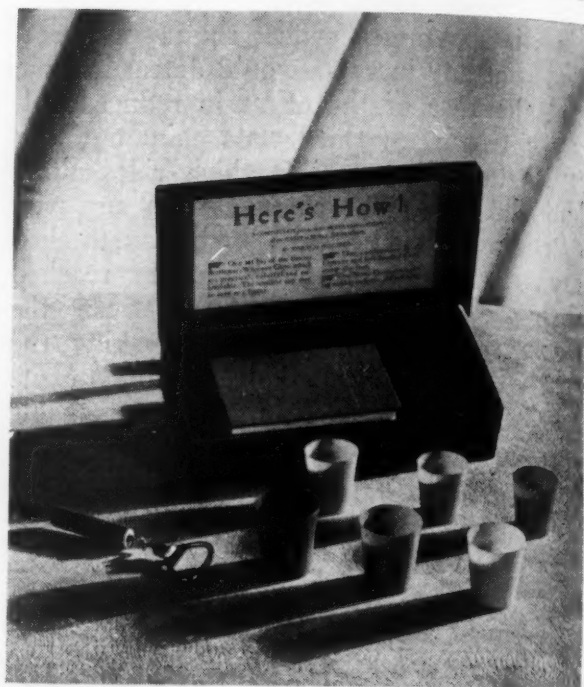
Helen Grace Carlisle's "Mothers Cry" (*Harper*) has been made into a "talkie" and is now being shown. *Grosset and Dunlap* have issued a reprint edition this week. ❀ ❀ ❀

Dr. Henry van Dyke, commenting on the Nobel award to Sinclair Lewis said that the award was a backhanded compliment to America because of the picture of America drawn by Lewis in his novels. Dr. Van Dyke took the occasion to express his admiration for a number of the contemporary novelists in this country. "For example, Willa Cather who has written so admirably of Swedish settlers in the Northwest. And there is Mr. Rolvaag, of Swedish descent, whose book 'Giants in the Earth,' is a fine, stirring, hopeful piece of work. There are Booth Tarkington, James Boyd and Struthers Burt, who show us that though America has her faults and foibles, sometimes amusing and sometimes annoying, she is a land worth loving and full of hope." Sailing for Sweden, Sinclair Lewis refused to comment to curious reporters. "If I should say what I think I'm afraid it would burn up the paper." ❀ ❀ ❀

The Hon. George B. McClellan, whom New Yorkers remember as a former mayor of the city has turned over to the *Princeton University Press* the manuscript of his latest book, "Venice and Bonaparte," which is to be published shortly after the first of the year. Those who think of him chiefly as mayor of New York, or chiefly as a college professor, or chiefly as an author in the field of Venetian history, or chiefly as a four-term member of Congress, or chiefly as a lieutenant-colonel in the A.E.F., will be interested to know that at one time—from 1889 to 1892—he was also treasurer of the New York-Brooklyn Bridge. ❀ ❀ ❀

There is a rumor that "The Barretts of Wimpole Street," a dramatization of the book by the same name, which is enjoying a successful run on the London stage, is shortly to be produced here with Katharine Cornell in the stellar rôle. ❀ ❀ ❀

The latest volume in the "Reading With a Purpose" series from the American Library Association is "Short Story Writing" by Blanche Colton Williams. Four books recommended in this course are "A Handbook on Story Writing," Blanche Colton Williams, *Dodd, Mead & Co.*; "Writing the Short Story" by Edith Merrieles, *Doubleday, Doran*; "Short Story Technique" by Stewart Beach, from *Houghton Mifflin*, and "Free Lance Writers' Hand-



The John Day Company has boxed "Noble Experiments" with all the necessary laboratory equipment

book" by William Dorsey Kennedy and Margaret Gordon, from *Writer Pub. Co.*, in Cambridge, Mass. ❀ ❀ ❀

Gaston B. Means, author, with May Dixon Thacker, of "The Strange Death of President Harding," will appear in a Broadway dramatization of the book. James Byron Totten has written the dramatic version of "The Strange Death of President Harding." Since the appearance of his book Means has been conducting an undercover investigation on Soviet activities in the United States for the National Civic Federation and the Hamilton Fish Congressional Committee. ❀ ❀ ❀

Suggestion for a New Year's party from "The Saloon in the Home or a Garland of Rum-Blossoms" compiled by Ridgeley Hunt and George S. Chappell: "Several young ladies in Brooklyn kept Temperance Pledges on their parlor tables on New Year's Day and offered them, instead of wine to the gentlemen who called. Many signatures were obtained. Temperance Advocate, 1884." *Coward-McCann* publishes this collection of more purple passages from the temperance literature of the past sixty years. ❀ ❀ ❀

The December selection of the Jewish Book Club is "The Great Betrayal" by Rabbi Stephen S. Wise and Jacob De Haas, published by *Brentano's*. ❀ ❀ ❀

A book catalog in very modern and effective typography, on the cover of which in strong black and white is the title "Recording the Results of Research" has just been issued by the *University of Chicago Press*, and its pages are an interesting testimony to the place of the university press in research work. Under the general subject heads like "The Biological Sciences," "Physical Sciences," "The Humanities," and "The Social Sciences" are described and illustrated by photographs 100 books, showing the extent of the Press' activity in the publishing of books of scholarship. ❀ ❀ ❀

The Pevensey Press, a new print vehicle, 598 Madison Avenue, New York, N. Y., introduces itself to the public this holiday season with a little devotional book called "Prayers of Hope and Gladness," by Elinor Cochran Stewart. This is a re-compilation, with additions, the original edition having been brought out in 1925 and reprinted in 1926, by Edwin S. Gorham. It has brought a response from all over the world, including a request for its translation into Japanese—which is now being made and a French translation which is contemplated. ❀ ❀ ❀

The *Oxford University Press*, New York, announces that "The Testament of Beauty," by the late Poet-Laureate, Robert Bridges, having run through four

impressions in this country, a new edition embodying Dr. Bridges's corrections made in the last hours of his life, is now nearly ready. The new book will be a quarto designed by Dr. J. de M. Johnson, Printer to the University of Oxford and carried out by the *Plimpton Press*, Norwood, Mass. It will be ready, it is hoped, on December 19th. ❀ ❀ ❀

In last week's Bookmarket pages we quoted a frivolous remark from the *Princeton University Press Almanac* concerning George S. Chappell's book "Through the Alimentary Canal with Gun and Camera." A letter from Robert Benchley to the Princeton University Press, rebukes the claim of Princeton that someone there thought of the title first. The letter says in part: "I do not know when the assistant manager of the Press first regaled the class of 1912 with his lecture ('Down the Alimentary Canal With Rod, Gun and Camera'). I do know that in 1910 I spoke to such members of the Harvard Club of Boston as would listen on the subject of 'Through the Alimentary Canal With Gun and Camera.' I still think that Mr. Chappell, in giving me a great deal more than ample credit for the use of the title, shows up a hell of a lot better than the assistant manager of the Princeton University Press in this particular controversy." ❀ ❀ ❀



A window display of Duffield & Company's great adventure anthology, in a window of J. L. Hudson & Company, Detroit

In and Out of the Corner Office

AT the Coffee House on Monday evening, December 1st, Brewer and Warren gave a party for Rockwell Kent, it being the publication date of his book, "N. By E." Moving pictures taken by Mr. Kent, George Palmer Putnam and William Beebe were shown and there was an exposé of their films by George (Dr. Traprock) Chappell. After a buffet supper Reinald Werrenrath sang and there were ballads of the heart rendered by a couple who would have delighted Queen Victoria's heart. Drifting from room to room we saw Carl Van Doren, Dr. Henry Seidel Canby, Amelia Earhart, Cosmo Hamilton, William Beebe, and many others. "N By E," though out only twelve hours had already become a best seller, so Mr. Kent was a very smiling guest of honor. ❀ ❀ ❀

The Hooper Bookshop, Inc., Madison Avenue, New York City, is holding an exhibition ending January 22, of the original water color drawings of Lionel Edwards, the English sporting artist. This exhibit also includes original drawings of G. D. Armour and Cecil Aldin. ❀ ❀ ❀

May Lamberton Becker, author, lecturer and editor of the "Reader's Guide" department of *The Saturday Review of Literature*, will become Literary Editor of *St. Nicholas Magazine* on February 1. Mrs. Becker is the first woman to succeed Mary Mapes Dodge, first editor of the *St. Nicholas Magazine*. Her appointment is the first editorial change on *St. Nicholas* since its purchase from the Century Company last June by the Scholastic Company. ❀ ❀ ❀

J. Holroyde Reece, of the Pegasus Press, who is also European representative of Harcourt, Brace & Co., will sail on the Bremen, December 16, after a short visit in this country. ❀ ❀ ❀

Everhard Westermann, of the German publishing house of Georg Westermann, sailed for home December 6 on the Bremen after a two months' visit to this country. With the September issue, we noticed, *Westermann's Monatshefte* celebrated its 75th anniversary. This maga-

zine was founded by Georg Westermann after a visit to London where he saw a copy of the American *Harper's Monthly*. This is one of the oldest and best German magazines with a circulation of 50,000. It publishes novels and articles by well-known German authors and in colored illustrations the works of modern German artists. ❀ ❀ ❀

An exhibition of books designed and printed by the printing house of William Edwin Rudge will be on view at the Art Center 65 East 56th Street, December 1-14. This collection includes a number of books illustrated by the Aquatone and Smithsonian processes. ❀ ❀ ❀

Sue Michaelis, formerly of E. P. Dutton & Co., is now with the Pegasus Book Shop at 31 East 60th Street, New York City. ❀ ❀ ❀

There was a christening party for the "Annual of American Design 1931," edited by Robert L. Leonard and C. Adolph Glassgold. Ives Washburn, the publisher, and The American Union of Decorative Artists and Craftsmen, whose work is represented, were the hosts at Nickolas Muray's studio Thursday afternoon, December 4th. ❀ ❀ ❀

The Fortnightly Forum under the auspices of Moss and Kamin, Booksellers, held the fifth lecture of the season at The George Washington Hotel, 23 Lexington Ave., on Friday, December 12th, at 8:30 p.m. James Weldon Johnson, noted Negro writer and publicist, author of "Black Manhattan" and "The Autobiography of an Ex-Colored Man," spoke on "Negro Writers and What They Write." ❀ ❀ ❀

Walter Yust, critic, who succeeded W. Orton Tewson as literary editor of the Philadelphia *Public Ledger*, resigned that post on Friday, November 28th, to accept a position on the editorial board of the Encyclopedia Britannica. Besides editing the *Public Ledger's* weekly book review page each Saturday, Mr. Yust conducted a daily literary column of considerable spirit and one which wielded national influence. He is succeeded as literary

editor by Harry Emerson Wildes, widely-travelled and scholarly author and educator. ❀ ❀ ❀

Charles R. Duryea, who represented James Pott & Company on the road for 42 years, is to retire from active business at the close of 1930, though retaining an interest in the firm as a member of its Board of Managers. This long continuous record as a traveling salesman for one firm is almost unique, and his many friends in the trade will wish him continued good health while enjoying the leisure years. ❀ ❀ ❀

Ogden Nash, for five years of the editorial department of Doubleday, Doran and Company, is leaving his post to become a member of the staff of the *New Yorker*. His verses, appearing frequently in that magazine, have been collected into a book to be published in January, entitled "Hard Lines" (Simon & Schuster.) ❀ ❀ ❀

Marjorie Griesser of the National As-

sociation of Book Publishers staff has returned from a three months' stay in Europe and will spend a month with her family in Illinois before getting back to work. ❀ ❀ ❀

The Illinois Book Dealers' Convention will be held at Danville, Ill., May 6-7, 1931. ❀ ❀ ❀

The press does not carry as many reports on the business transactions of publishers as it does of other industries, but we were interested to see the notice that the Board of Directors of D. Appleton & Company had recently met and declared the usual stock dividend with an extra dividend of 1% and authorized a bonus to all employees of the Company of 10% on the amount of the previous year's salary. ❀ ❀ ❀

Katharine Lord of the Little Book House, Nantucket, sailed for England November 29, on the *Ausonia*. ❀ ❀ ❀

And Now Ads on Jackets

PUBLISHERS have often wished that they might have some way to parallel the advantages of magazine publishers who have advertising to help keep down the price of the reading matter that they sell. The advertisements at the back of the book would not be likely to be a very large source of revenue to the advertiser, as only three or four readers would look at them and then only after they had read the book. A plan now is being pushed forward to put general advertising on the back of the jacket. A group of advertising men have worked out a theory of this kind and tested the idea out on a few national advertisers and on publishers of books, and have developed a contract which seems to be satisfactory to both. Jonathan D. Pierce is president of the agency, the Book Advertising Company, Inc., located at 461 Eighth Avenue, the Graphic Arts Building.

This agency is contracting with publishers for jackets of so many thousand a month, the year's total being obtained by an average of the number distributed. The publisher will let the agency know when he has jackets to print and the colors that

are to be used. The agency will have advertising ready with blocks adaptable to different colors, and the jackets can be then run with the front display and the back display simultaneously. The designs are expected to be in poster effect, so that they will not be an unpleasing addition to the colorfulness of the volume displayed. The publisher will make quarterly reports of the number of copies actually sent out from the shipping room, and, based on that report, the agency will pay for the space at so much a thousand, a price that is expected may cover the cost of the jacket itself, which has become quite an item in the cost of a book.

The agency reports that enough publishers have already signed up for the idea to make it a perfectly feasible plan, and several national advertisers are willing to take space, although the contract may be restricted to one account which wants the benefit of the originality and freshness of the plan. By lumping together the output of several publishers, sufficient national coverage is obtained to interest an advertising account that wants national circulation. The advertiser expects that the book

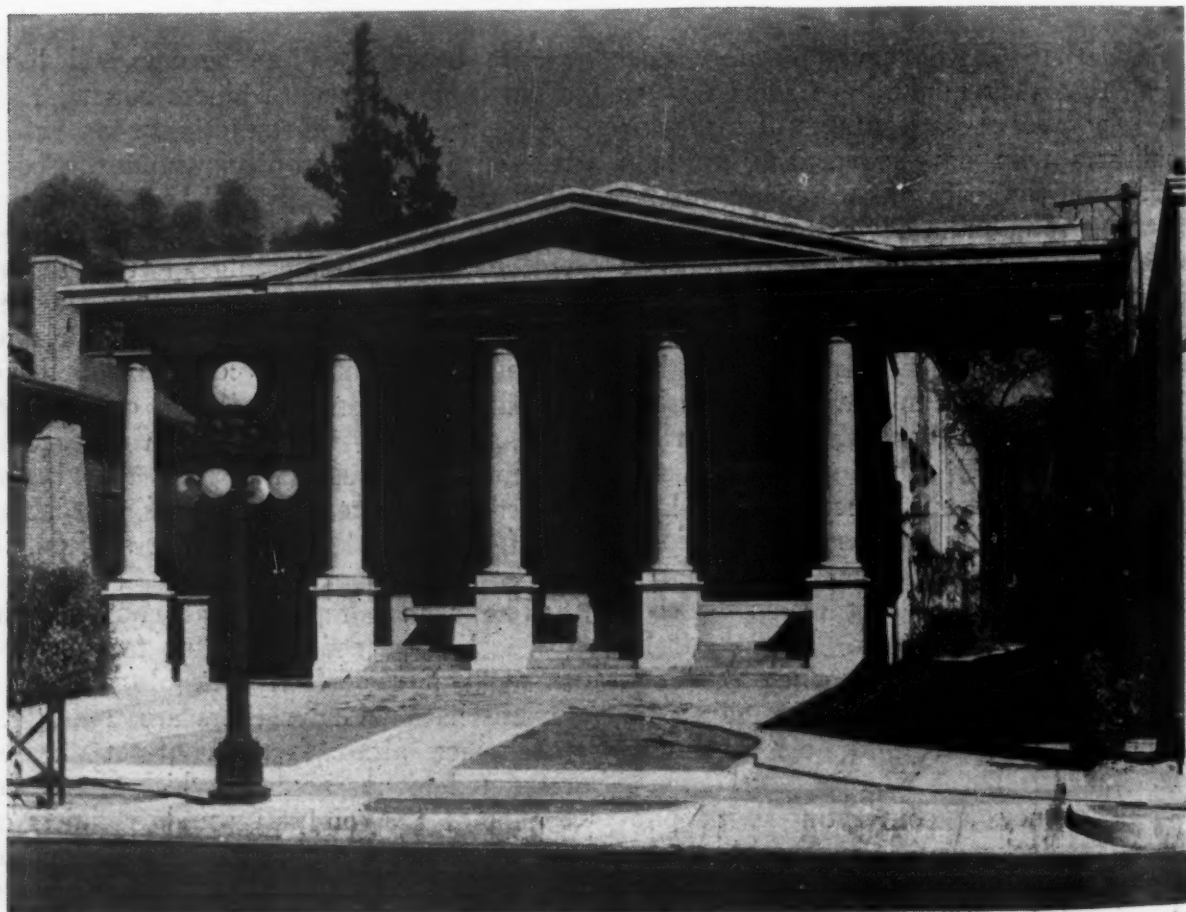
both on display in the reader's hand and on the home table will give a continued and valuable publicity to his message. The publishers who have considered the plan believe that for the purposes of their own advertising the inside flaps, where it is customary to put the price of a book, description of its contents and character or the names of other books by the same author are sufficient, and the back cover, often used for general publishing advertising, has not had any proved effectiveness for that purpose.

The plan as now outlined has been primarily concerned with books of fiction for general circulation, but the agency believes that it will be found equally valuable to advertisers who want coverage in special fields such as juvenile, scientific, religious, medical or school books.

Dramatists Reject Censorship

REPRESENTATIVES of Equity, the Dramatists' Guild of the Authors' League of America and theatrical man-

agers met last week at the Hotel Astor to consider means of forestalling attempts to create any kind of state or municipal censorship. The playwrights promptly expressed their disapproval of any plan of censorship or regulation from within or without the theater. A statement prepared by the Dramatists' Guild directorate was read by Edward Childs Carpenter, president of the Guild. This stated the dramatists' opposition to any political, religious or extra-legal restrictions on the freedom of dramatic art. It pointed out that there exists adequate legal machinery for the suppression of obscenity. In a letter to the *New York Times*, Mr. Carpenter said: "We believe that there is a large body of intelligent public opinion that is in sympathy with our feeling that regulatory measures in all forms of human activities have already gone far, and that we have a better chance of success by refusing to succumb to considerations of expediency and making a clean-cut fight for the freedom of the theatre."



The new building which Vroman's of Pasadena have dedicated to their wholesale and library business



Loring, Short and Harmon's newly remodeled store in Portland, Maine. The central feature of the book department is a circular table surrounded by comfortable chairs

Old Store Remodeled

LORING, SHORT AND HARMON, one of the oldest retail bookstores in the country with a business history covering 62 years, has just been entirely remodeled. The photograph above shows the open and spacious effect that has been obtained by this rearrangement. The central feature of the book department is a circular table surrounded by comfortable chairs where customers may look at books or magazines. The intention has been to create the proper atmosphere for books. Here books may be examined and bought in a leisurely atmosphere. The counters in the center of the store make it easy to see a wide variety of books on display and these counters are backed by open shelves where the books are arranged by their classifications. The new fiction is all displayed at the customer's right hand as he enters the book department. Beyond the round table are the dollar books and the 75 cent fiction. At the left is the children's book department. The stationery department has been moved to the rear of the store and has been given increased space,

For a Clean Stage

AT the Hotel McAlpin, in a closed meeting, John S. Sumner formed an organization to be known as the Citizens' Committee for a Clean Stage. Mr. Sumner was assisted in this by seven men and one woman. Three of these were officers of the New York Society for the Suppression of Vice, of which Mr. Sumner is the well-known executive secretary. Others were Charles L. Wright, representing the Y. M. C. A., William Jay Schieffelin, chairman of the Citizens' Union, Alfred E. Ommen, former city magistrate and Rev. F. A. Fadden of St. Patrick's Cathedral. Mr. Sumner was assisted in this by seven men and one woman.

Salpeter Hour

HARRY SALPETER, critic, author and literary interviewer began a series of radio book reviews via station WGBS, on Monday, December 8, at 7 p.m. Salpeter will institute a new kind of book hour to replace the Lamplight hour formerly conducted by Oliver M. Saylor. The Salpeter hour is sponsored by the American Book Bindery-Stratford Press.

Prices Once More

SCRIBNER'S has entered into the dollar book discussion with a large magazine advertisement which claims that even a dollar is still high for fiction. "Would you pay 2 3/5 cents for a complete novel?" reads the ad. "In the far off and happy spring days of 1930" the advertisement goes on to say "the air was clogged with clamor over the dollar books. The dollar books were announced, printed and marketed. What success they have had is no part of this discussion. Good books are still selling at \$2 and \$2.50. But dollar books are not the farthest north in low cost for good reading. *Scribner's Magazine* had announced its \$5,000 contest before dollar books became, for a moment, a 'national issue.' The full fruits of the \$5,000 contest are now evident. Since August, *Scribner's* has been publishing a novel in each issue, complete. The complete novels are *in addition* to the regular *Scribner's* articles and short stories. You may get four novels for \$4 if you patronize the dollar books, but for the same \$4 you can get *twelve* issues of *Scribner's* with *twelve* complete novels, at least thirty short stories of distinction, at least twenty-five poems, and at least eighty-five articles of importance by the finest writers and thinkers of the country. That figures out at a cost of 2 3/5 cents for each feature."

Department Store Trade for October

THE December 1st Monthly Review of Credit and Business Conditions, published by the Federal Reserve Bank, presents some interesting figures on Department Store Trade in the Manhattan area. According to these figures net sales for all department stores were only 5.4% lower for October 1930 than for the same month of 1929. Comparisons of sales and stocks in major departments with those of a year ago, for October, reveal that in Toys and Sporting Goods there was a net sales increase of 10.1% a 9.2% decrease in books and stationery. In this latter department the stock on hand percentage change registered—8.3. Musical instruments and radio

plumbed the depths with a decrease in net sales percentage of 20.6.

Brotherhood of Commercial Travelers

AT the annual meeting of the Brotherhood of Commercial Travelers, held on December 2, George J. McLeod of Toronto was elected President, W. F. Collins, Vice-President, while John Hovendon fills the rest of the offices for the coming year. It was decided to hold the forty-sixth Annual Banquet at the Hotel Roosevelt on Monday evening, December 29.

International Booktrade Directory Ready

FORTY-FOUR years ago James Clegg of the Aldine Press at Rochdale, England, issued his first "International Directory of Booksellers" and since 1886 it has been reissued in revised editions at intervals of three and four years. It has always been of unique value as the only address-book that covers the publishing and book-selling fields throughout the world. The latest edition bearing the date 1930-1931 is now ready for delivery at the office of the *Publishers' Weekly*.

It is a volume of 440 pages, a much more complete compilation than the previous edition which appeared in 1927 and contained but 236 pages at \$7.50.

Communication

LEWIS BIBLIOGRAPHY

The Parsonage, Clarendon, Vermont,
November 29, 1930.
Editor, *Publishers' Weekly*:

Can you announce in your next issue that I am now engaged in preparing a "Bibliography of the Works of Sinclair Lewis"? This will attempt to be a record of points, issues and general data regarding first editions of the books as well as contributions to other books and to periodicals.

I will appreciate it if anyone interested in these things will get in touch with me direct. I intend to get the material published in periodical form and later as a book.

VREST ORTON.

Changes in Price

DUFFIELD & COMPANY

As of December 1st, the prices of the following two books will be raised: "Yermak the Conqueror," by Gen. Krassnoff, from \$2.00 to \$2.50; "Loud Sing Cuckoo," by Emma G. Sterne, from \$2.00 to \$2.50.

D. APPLETON & COMPANY

"Partners of the Tide" by Jos. C. Lincoln. From \$2.00 to \$2.50.

OXFORD UNIVERSITY PRESS

Wood. "Pacific Basin." Reduced to \$4.00 net.

ALFRED A. KNOPF, INC.

The price of "The Middle Ages" by James Westfall Thompson, has been increased from \$10.00 to \$12.50.

CHARLES SCRIBNER'S SONS

Hemingway. "Torrents of Spring." From \$1.50 to \$2.00.

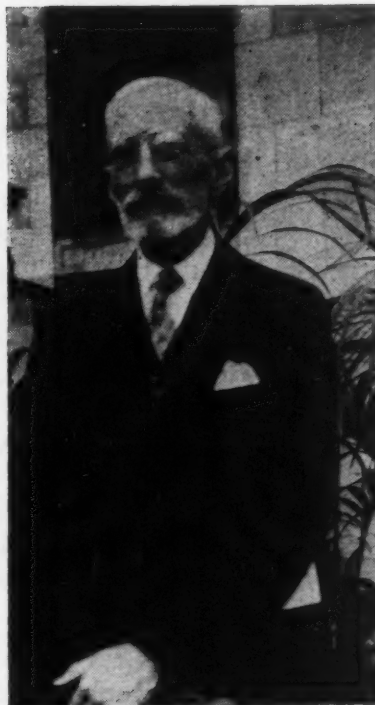
Italy America Society Moves

THE Italy America Society has moved its offices from Amsterdam Avenue and 117th Street to the Squibb Building, 745 Fifth Ave., New York City. The telephone number is Plaza 3040.

Obituary Notes

W. E. BARTON

The REV. DR. WILLIAM E. BARTON, author and former moderator of the National Council of Congregational Churches in the United States died on Sunday, December 7th, in Brooklyn. He was sixty-nine. Dr. Barton was the author of many works on the life of Abraham Lincoln, besides many books on religion and theology. Among some of his studies on Lincoln are "The Lincoln of the Biographers; with a Bibliography of Lincoln Biographies," published in 1929; "The Lineage of Lincoln," "The Influence of Chicago on Abraham Lincoln," "A Beautiful Blunder—The True Story of Lincoln's Letter to Mrs. Bixby," in addition to a two-volume life of Lincoln. For a quarter of a century, 1899, 1924, Dr. Barton was pastor of the First Congregational Church in Oak Park, Illinois. His best known religious works were numerous volumes of the "Parables of Safed the Sage." He was an intimate friend of both Calvin Coolidge and Herbert Hoover. Up until the time of his death he remained a prolific contributor to magazines. Two of his children, Bruce Barton, writer and advertising man, and Charles Barton were with him at his death.



A. S. BUTTERFIELD, SR.

A. SIDNEY BUTTERFIELD, SR., president of the Smith and Butterfield Co., of Evansville, Ind., died on December 2nd from injuries received when he was struck by a truck. He was seventy-four years old. After being in the book business in Cincinnati, he came to Evansville in 1868 and entered into partnership with the late George Smith, thus beginning what has since become the largest book and stationery store in the tri-state area of southern Indiana, southern Illinois and western Kentucky. To residents of this area, the firm of Smith and Butterfield stands for the finest ideals of business and service. Mr. Butterfield was a director of the Central Union Bank in Evansville. He was president of one of the city's most important charities. He was a member of the Rotary Club and the Evansville Country Club. For years he was identified with the A.B.A. He is survived by two sons, Dyer; and A. S. Butterfield, Jr., who is vice-president of the firm.

Business Notes

BALTIMORE, MARYLAND. — Selective Service, 402 Drivers & Mechanics National Bank Building, Eutaw and Fayette Streets, has opened a circulating library and wish to be placed on publishers' mailing lists to receive regular lists of publications. The firm is also interested in purchasing remainders or shelf worn copies

of books published during the past two years. J. K. Carr is the buyer.

BELLOWS FALLS, VERMONT.—Louise & Lee Byron Baker, 23 School Street, are dealers in rare books, prints, Americana and Modern First Editions. Their shop was opened during the past summer.

BOSTON, MASSACHUSETTS.—Notice has been received of the appointment of Receivers for The Houghton & Dutton Company, Boston department store. Daniel J. Lyne and Benjamin A. Levy of Boston were appointed Temporary Receivers on December 1, 1930, by the court of Erving P. Morse. A court appearance relative to permanent appointment, further relief and injunctions was scheduled for December 9, 1930.

CHESHIRE, CONN.—Open Hearth Gift Shop, Box 85. Mrs. Arthur P. Coleman. Opened November 20th. Circulating library and books for sale. Present stock \$125.

CHICAGO, ILL.—James E. Nolan has resigned from the presidency of the Modern Lending Libraries, Inc., and has consolidated his interests with The Service Rental Libraries, with offices at 4821 Diversey Avenue, Chicago, Illinois. The Service Rental Libraries operates in all sections of Chicago and suburbs.

CHICAGO, ILL.—Jacob Davidson, 2442 East Seventy-ninth St., has added a book section to his department store.

CHICAGO, ILL.—Louise Lackner and Agnes Pierce have opened the Chestnut Court Book Shop in Winnetka, a suburb of Chicago.

The Post Office News Company has opened a new store in the Board of Trade Building.

The A. L. Burt Company has opened a Chicago office and display room at 506 S. Wabash Avenue, Edgar W. Porter, Manager.

Joseph Godair has opened a rental library at 10 E. Division St.

DARIEN, CONN.—"The Book Stall," The Weaver's Cottage. B. M. Tipple. Book section opened November 24th. General books for sale in exclusive gift shop on main highway. Circulating library of selected current books to be added December 15th. Mr. Tipple plans to try out sales possibilities of books for a few months

then open a regular bookshop in a building adjoining the cottage.

JERSEY CITY, N. J.—Storey's Select Stories, 56 Glenwood Avenue. Joseph W. Storey. Fiction, biography, and philosophical books for sale,—and circulating library.

MEMPHIS, TENN.—Montgomery Cooper, has opened a Rare Book Department with the firm of A. R. Taylor Co., 20 S. Second St., Memphis. Miss Cooper will continue also to operate her mail order business at 243 N. Montgomery St.

MILWAUKEE, WISC.—The Milwaukee Book Shop, 417 Milwaukee Street,—address now 723 N. Milwaukee Street.

NEW ORLEANS, LOUISIANA.—Mr. Eugene W. Long has disposed of his interests in, and resigned as president of, The Galleries, Inc., 529 Royal Street.

NEW YORK CITY.—James Pott & Company have moved to 395 Fourth Avenue.

NEW YORK, N. Y.—Estelle Goodman Alfau, 242 W. 109th Street, has entered the rare book business.

PHILADELPHIA, PENNSYLVANIA.—The American Lending Library, Inc., branch of College Point, N. Y., has changed its location from 614 Locust Street to 5813 Woodland Avenue.

SACRAMENTO, CAL.—Purnell's, 915 K Street, is closing out its entire book stock.

SENECA, S. C.—Book & Novelty Shop. Louise Humbert. Opened September 1st. Fiction, biography and religious books for sale in gift shop, and circulating library.

SOMERVILLE, N. J.—Du Mont's, Gifts and Candies, 25 Division Street. Harold Du Mont. Few books for sale and circulating library, added November 7th.

SPRINGFIELD, MASS.—The Springfield News Co. has moved from 25-27 Fort Street, to 101 Taylor Street.

NOTICE

The Mid-Winter Index Number of the *Publishers' Weekly* will be issued under date of January 3rd. Publishers are requested to send promptly to the editor lists of their new books to be published during January and February including any recently published titles not included in the Fall Announcement Number. No charge is made for listing.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THE books listed in this Weekly Record include a number valuable to those who have special interests in the subjects treated. What bookstore does not number at least one or two stamp-collectors among its customers? For them, there is a unique new book, listed under *Allen*, which describes the United States Stamps which have been issued to commemorate special events in our history, with sketches of their historical backgrounds, and blanks in the text, upon which the stamps themselves can be pasted by the earnest collector. "This Thing Called Radio" is a popular, non-technical account of the rise of radio and its latest developments, for the radio enthusiast, listed under *Goldsmith*. For fishermen who must perforce stay indoors at this season, is a delightful book of anglers' lore written by *Odell Shepard*, who is known as an essayist and poet. Those interested in American antiques will be pleased with "Connecticut Clockmakers of the Eighteenth Century" by *Hoopes*. "The Annual of American Design, 1931," which is edited by *Leonard* and *Glassgold* makes a valuable source book of the latest achievements in many fields of design.

This is the season of indoor games. Never have bridge books been so salable as they are now, especially since the development of contract. *Culbertson's* "Contract Bridge Blue Book" is already proving its worth. "Fifty Games of Solitaire"

compiled by *Kearny* will be a welcome diversion for those who want a change from Canfield. The "Beginner's Book of Modern Backgammon" by *Bond* joins the increasing library of books on this new-old game. Two other books that may be grouped together for joint sales are "Profitable Department Store Management" by *Schacter* and a study of recent policies, costs and profits of department stores by *Emmet*.

"Everybody's *Boswell*" is a companion volume to "Everybody's *Pepys*," which was published a few years ago. It is illustrated in the same charming style by *E. V. Shepard*. "Dining in New York" is an interesting guide, similar to those that European travelers buy when journeying to Paris or London, but it contains a quantity of information that will be new to the most confirmed New Yorker. See *James*. The biography of *H. G. Wells* by *West* has an introduction by *Mr. Wells* himself.

"Pronunciation" by *Larsen* and *Walker* is a guide to American standards of speech, a unique book, which undoubtedly has its special audience. Other solid books which will make valuable additions to the standard library of informative works are "A Treatise on Money" by *Professor Keynes* of Cambridge; "The Navajo Indians" by *Coolidge*; "Emotions of Men" by *Lund*; and "English Education, 1789-1902" by *Adamson*.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of December 13, 1930

Adamson, John William

English education, 1789-1902. 529p. (bibl. footnotes) O '30 [N. Y., Macmillan] buck. \$7
The change in English educational organization from Church to State.

Alger, Edwin

Phil Hardy's greatest test. 215p. il. D (Bound to win ser.) '30 N. Y., Grosset 50 c.

Phil Hardy's struggle. 205p. il. D (Bound to win ser.) '30 N. Y., Grosset 50 c.

Phil Hardy's triumph. 239p. il. D (Bound to win ser.) '30 N. Y., Grosset 50 c.

Allen, Caroline Stetson

Anne Seabury. 151p. D [c. '30] Rock Island, Ill., Augustana Bk. Concern bds. \$1
A story of simple lives in a New England town.

Allen, Edward Monington

America's story as told in postage stamps. 167p. O c. N. Y., Whittlesey House, McGraw-Hill \$2.50

About the stamps which have been issued to commemorate events of historical importance, with blanks where the stamps, themselves, may be affixed as illustrations.

Appleton, Victor, pseud.

Don Sturdy in the land of the giants, or, Captives of the savage Patagonians. 248p. front. D (Don Sturdy ser.) '30 N. Y., Grosset 50 c.

Armstrong, Henry F.

Descriptive geometry; 3rd ed. 127p. O '30 N. Y., Wiley \$2

Baerlein, Henry Philip Bernard

Dreamy rivers. 256p. D '30 N. Y., Simon & Schuster bds. \$2.50
A book about Czechoslovakia, part travel, part fiction.

Ball, Martha Jane

Timothy Crunchit, the Calico Bunny. 127p. il. (pt. col.) O [c. '30] Chic., Laidlaw Bros. \$1.50

How the leader of the Boy Scouts of Calico Bunny Village and his troop helped the boys and girls there, told for small children.

Barr, Carolyn

Six plays for six grades. 100p. D c. Phil., Penn \$1.50

One play to be acted by the children of each of the first six grades of grammar school.

Beman, Lamar Taney, comp.

Selected articles on censorship of speech and the press. 507p. (13p. bibl.) D (Handb'k ser., 3, v. 5) c. N. Y., H. W. Wilson \$2.40

Bentwich, Norman De Mattos

The Mandates system. 211p. (2p. bibl.) O (Contribs. to internat'l law and diplomacy) '30 N. Y., Longmans \$5.50

The Attorney-General of Palestine tells just what has happened in each of the mandated territories during the ten years that the system has been in operation.

Bible

The Gospel according to St. Luke; il. by Hans Foy [lim. ed.]. '30 Wash., D. C., Lester Douglas, Judd & Detweiler, Eckington Pl. \$10

Boas, George

A critical analysis of the philosophy of Emile Meyerson. 151p. (bibl. footnotes) O c. Balt., Johns Hopkins Press \$1.75

Bond, Ralph A.

Beginner's book of modern backgammon. 94p. diagrs. S [c. '30] N. Y., Sears \$1

A manual of instructions and standard rules for the beginner and the more expert player.

Boswell, James

Everybody's Boswell; being the life of Samuel Johnson; abridged from James Boswell's complete text; ed. by F. V. Morley; il. by Ernest H. Shepard. 682p. il., map O c. N. Y., Harcourt \$3.50

This abridged edition of "The Life of Samuel Johnson" and "The Journal of a Tour to the Hebrides" is uniform with "Everybody's Pepys."

Bremond, Henri

Literary history of religious thought in France from the wars of religion down to our own times; v. 2, The coming of mysticism; tr. by K. L. Montgomery. 451p. O '30 N. Y., Macmillan \$5

Brewster, Dorothy, and Burrell, Angus

Adventure or experience; four essays on certain writers and readers of novels. 161p. D c. N. Y., Columbia Univ. Press \$2.50

The first essay is on George Gissing, the second on three novels, "Of Human Bondage," "The Old Wives' Tale" and "Buddenbrooks," the third on Virginia Woolf, and the fourth on the critic's pursuit of values.

Brittain, F., comp.

Oar, scull and rudder; a bibliography of rowing. 124p. D '30 N. Y., Oxford \$3

Bronson, Barnard Sawyer

Nutrition and food chemistry. 467p. O '30 N. Y., Wiley \$3.75

Achard, Charles

The oedema of Bright's disease. 241p. (bibls.) D '30 N. Y., Macmillan \$3.25

Anderson, John E., and Goodenough, Florence L.

How normal children grow; their physical, mental and character development. 28p. diagrs. O [c. '30] N. Y., Parents' Magazine, 255 Fourth Ave. bds., apply

Baldwin, Charles C.

Martha Ostenso, daughter of the Vikings. no p. front. (por.) S [n. d.] N. Y., Dodd, Mead pap., 5 c. to libraries

Beattie, William Renwick

The home production of onion seed and sets; rev. ed. 20p. il. O (U. S. Dept. of Agri., farmers' bull. no. 434) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 5 c.

- Brown, Beth**
For men only. 288p. il. D c. N. Y., Claude Kendall \$2
A story of "the oldest profession" told from the woman's point of view.
- Buck, Richard S., jr., and others**
Shades and shadows for architects. 134p. il. F '30 N. Y., McGraw-Hill \$3; set of 12 practice plates, 50 c.
- Burd, Henry A., and Miller, Charles J.**
Business letters; their preparation and use. 512p. il. O '30 N. Y., McGraw-Hill \$4
- Burnet, John**
Early Greek philosophy; 4th ed. 382p. O '30 N. Y., Macmillan \$8
- Burns, Emile**
Russia's productive system. 288p. O [n. d.] N. Y., Dutton \$4
An unpartisan description of Russia's industrial system.
- Campbell, Elmer**
General elementary botany, with practical applications; rev. ed. 423p. il., diags. O [c. '29, '30] N. Y., Crowell \$3
- Carlisle, Helen Grace**
Mothers cry; il. with scenes from the photoplay. 267p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.
- Carroll, Alice Lee**
The Capper cousins at the fair. 252p. il. D (Capper cousins ser.) [c. '30] N. Y., Sears \$1
- Chamberlain, Charles Joseph**
Elements of plant science. 394p. il. D '30 N. Y., McGraw-Hill \$1.90
- Chapman, Allen**
The radio boys to the rescue, or, The search for the Barmore twins. 220p. front. D (Radio boys ser.) [c. '30] N. Y., Grosset 50 c.
- Clegg's international directory of booksellers, publishers, binders, paper makers, printers, agents, book collectors, etc., 1930-1931; new ser., no. 2.** 439p. O ['30] [N. Y., R. R. Bowker Co.] \$12.50
- Clément, Marguerite**
All the world is colour. no p. il. (col.) F [n. d.] N. Y., Farrar & Rinehart \$3
Different familiar objects, whose principal colors are those of the rainbow, are pictured and briefly described in both English and French in a French picture book for children.
- Cohen, Helen Louise**
Lyric forms from France; 2nd ed. 527p. D '30, c. '22 N. Y., Harcourt \$3
- Coleridge, Samuel Taylor**
The ancient mariner [lim. ed.]. '30 N. Y., Oxford \$7.50
- Coolidge, Dane, and Coolidge, Mrs. Mary Elizabeth Burroughs Roberts Smith**
The Navajo Indians. 326p. (7p. bibl.) il., map O c. Bost., Houghton \$4
An informative book on the life and customs of the Navajo Indians of Arizona and New Mexico; who have preserved their identity and ancient mode of life.
- Cruden, Alexander**
The Winston clear type Cruden's complete concordance to the Old and New Testaments; ed. by A. D. Adams, and others [new ed.]. 790p. O [c. '30] Phil., Winston \$2.50; lea., \$5
- Culbertson, Ely**
Contract bridge blue book. 376p. front. (por.) T c. N. Y., Bridge World, 45 W. 45th St. \$2
An explanation of the principles of the well-known Culbertson Approach-Forcing System of contract bridge.
- Davis, Raymond E., and others**
Elements of surveying. 583p. D '30 N. Y., McGraw-Hill flex. cl. \$4
- Dawson, Elmer A.**
Buck's winning hit, or, The Chester boys making a record. 220p. il. D (Buck and Larry baseball stories) [c. '30] N. Y., Grosset 50 c.
- Garry Grayson's winning touchdown, or, Putting Passmore Tech on the map. 220p. front. D (Garry Grayson football stories) [c. '30] N. Y., Grosset 50 c.
- Larry's fadeaway, or, The Chester boys saving the nine. 248p. il. D (Buck and Larry baseball stories) [c. '30] N. Y., Grosset 50 c.
- Deming, Horace G.**
General chemistry; 3rd ed. 715p. O '30 N. Y., Wiley \$3.50
- Dickens, Charles**
A Christmas carol, in prose; being a ghost story of Christmas [lim. ed.]. 100p. F '30 N. Y., Press of the Woolly Whale half lea., \$50
- Dirac, P. A. M.**
Principles of quantum mechanics. 266p. O (Internat'l ser. of monographs on physics) '30 N. Y., Oxford \$6
- Bundy, Elizabeth Roxana**
Anatomy and physiology; 6th ed., rev. by S. Dana Weeder, M.D. 442p. il. (pt. col.) '30 Phil., Blakiston \$2.50
- Bureau of Railway Economics**
An economic survey of inland waterway transportation in the United States. 238p. (12p. bibl.) maps O (Spec. ser. no. 56) '30 Wash., D. C., Author pap., apply
- Campbell, David, M.D.**
Handbook of therapeutics. 432p. il., diags. O '30 N. Y., Wm. Wood \$4.50
- Dallmann, William, D.D.**
The Holy Ghost; to celebrate the nineteenth centenary of the first Christian Pentecost. 59p. D '30 St. Louis, Concordia Pub. House 50 c.
- De Leon, Walter**
Help yourself; a cheerful play in one act. 19p. diagr. D (French's internat'l copyrighted ed., no. 690) c. '30 N. Y., S. French pap., 30 c.
- Divine, Charles**
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Dixon, Franklin W.

Through the air to Alaska, or, Ted Scott's search in Nugget Valley. 222p. front. D (Ted Scott flying stories) [c.'30] N. Y., Grosset 50 c.

Dodd, David L.

Stock watering; the judicial valuation of property for stock-issue purposes. 340p. O c. N. Y., Columbia Univ. Press \$4.75

Eastern love; a collection of amorous tales of the East; tr. by E. Powys Mathers; il. by Franz Felix [lim. ed.]. il. (pt. col.) O '30 N. Y., Liveright \$25, bxd.

Eddison, Eric Rucker, tr.

Egil's saga. 380p. (bibl. footnotes) maps O '30 [N. Y., Macmillan] \$6.50

An Icelandic saga, with an essay on some principles of translation by the translator.

Edwards, Leo

Andy Blake and the pot of gold. 247p. il. D (Andy Blake ser.) [c.'30] N. Y., Grosset 50 c.

Eipper, Paul

Animal children; tr. by Frederick H. Martens. 70p. il. O '30, c.'29, '30 N. Y., Viking Press \$2

Thirty-two photographic portrait studies of young wild animals by Hedda Walther with descriptive text. A companion volume to "Human Children."

Eltringham, E.

Histological and illustrative methods for entomologists; with a chapter on mounting whole insects by H. Britten. 150p. il. D '30 N. Y., Oxford \$2.50

Emmet, Boris

Department stores; recent policies, costs and profits. 237p. (bibl. footnotes) diagrs. (col. front.) (Stanford business ser.) c. Stanford Univ., Cal., Stanford Univ. Press \$4

A statistical study of the department store situation in this country.

English dictionary of 1623 (The); preface by Chauncey Brewster Tinker [lim. ed.]. '30 N. Y., Huntington Press \$7.50

Ezekiel, Mordecai

Methods of correlation analysis [application of statistics to research work]. 427p. O '30 N. Y., Wiley \$4.50

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Kilts to togs; orphan adventures. 371p. il. D c. N. Y., Macmillan fab. \$2.50

Episodes of his boyhood told by a man who has become author, preacher, lecturer, and speaker for children.

Field, Kathleen

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A criticism of modern tendencies in higher education in these three countries, based on personal investigation. The author advocates liberal education in place of the vocational trends which he sees in the universities.

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A story of a boy and girl who were captured by Indians.

France, Hector

Musk, hashish and blood; il. by Paul Avril [lim. ed.]. '30 N. Y., Art Studio B'ks \$10

Garis, Mrs. Lilian C. McNamara

Sally for short. 262p. il. D [c.'30] N. Y., Grosset 50 c.

Sally found out. 253p. il. D [c.'30] N. Y., Grosset 50 c.

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A discussion of our farm problem, past, present and future by a professor of rural economics and rural sociology in the University of Virginia.

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Practical bandaging; 4th ed., rev. 128p. il. O '30 Phil., Lippincott \$1.75

Fasy, John H.

Why I am a Catholic. 32p. S '30 N. Y., America Press pap. 5 c.

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American library laws. 1119p. O '30 Chic., Amer. Lib. Ass'n buck., \$7.50

Findlay, G. M., M.D.

Recent advances in chemotherapy. 532p. il. '30 Phil., Blakiston \$3.50

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Gershwin, George

A collection of sixteen songs, including an unpublished song; il. by Ralph Barton [lim. signed ed.]. il. (col.) '30 N. Y., Random House \$25

Gildersleeve, Basil Lanneau

Selections from the Brief mention of Basil Lanneau Gildersleeve; ed. by Charles William Emil Miller. 546p. (22p. bibl.) front. (por.) O c. Balt., Johns Hopkins Press \$4.50

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General psychology for professional students. 446p. (bibls.) diagrs. D [c. '30] Bost., Heath \$3.20

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A non-technical account of the rapid rise of radio from its earliest crude beginnings to its present status as one of the country's greatest industries.

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A textbook of organic chemistry; 7th ed. 594p. O '30 N. Y., Wiley \$3.50

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Connecticut clockmakers of the eighteenth century. 178p. (3p. bibl.) il. Q c. Hartford, Conn., E. V. Mitchell & Dodd, Mead \$10

Much information about these clockmakers and their clocks.

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Unpublished letters from the collection of John Wild. 234p. '30 N. Y., Dial Press \$3, bxd.

Hunt, Ridgely, and Chappell, George Shepard [Walter E. Traprock, pseud.], comps.

The saloon in the home, or, A garland of rumblossoms; il. by John Held, jr. 109p. O c. N. Y., Coward-McCann bds. \$2

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A treatise on money; 2 v. 380p.; 432p. (bibl. footnotes) diagrs. O ['30] N. Y., Harcourt \$8

An English economist discusses the pure theory of money and the applied theory of money in these first two volumes of his treatise.

Gray, L. C., and Baker, O. E.

Land utilization and the farm problem. 61p. maps, diagrs. Q (U. S. Dept. of Agri., misc. pub'n. no. 97) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 25 c.

Harrop, George A., jr., M.D.

Diet in disease. 404p. '30 Phil., Blakiston \$4

Koenig, E. W.

Faith victorious, 1530-1930; program for a children's service commemorating the four-hundredth anniversary of the presentation of the Augsburg Confession. 16p. D '30 St. Louis, Concordia Pub. House pap. 5 c.

Kronig, R. de L.

Band spectra and molecular structure. 173p. (9p. bibl.) diagrs. O '30 N. Y., Macmillan \$3.50

Kiernan, R. H.

Little brother goes soldiering; introd. by Stephen Gwynn. 136p. D [c.'30] N. Y., Richard R. Smith \$1.50
A young British volunteer's war diary.

Knox, John

The great mistake. 176p. O [c.'30] Wash., D. C., Nat'l Foundation Press, 1410 H St., N.W. fab. \$3

A biography of Herbert Hoover, which purports to tell of the mistakes of his past career.

Larsen, Thorleif, and Walker, Francis C.

Pronunciation; a practical guide to American standards. 205p. D '30 N. Y., Oxford \$2.50

Pointing out the features of good speech, and some of the general principles governing pronunciation, with particular attention to troublesome words.

La Rue, Mabel Guinnip

The f-u-n book; il. by Maud and Miska Petersham; rev. ed. 120p. il. (col.) D '30 N. Y., Macmillan 68 c.

Lee, Robert G., D.D.

Beds of pearls. 118p. D c. Nashville, Tenn., S.S. B'd of So. Bapt. Convention \$1.25
Also published by Richard R. Smith.

[Leigh, Percival]

The comic Latin grammar; a new and facetious introduction to the Latin tongue; ed. by Cedric Ellsworth Smith [il. by John Leech]. 147p. D c. Hartford, Conn., E. V. Mitchell & Dodd, Mead \$2.50

A reprint of a work by two famous early 19th century contributors to *Punch*, which preserves as far as possible the appearance of the first edition.

Leighton, Clare

A limited edition of Miss Clare Leighton's woodcuts. 93p. O '30 N. Y., Longmans \$20

Leonard, R. L., and Glassgold, C. A., eds.

Annual of American design 1931. 176p. il. F [c.'30] N. Y., Ives Washburn bds. \$7.50

Such authorities as Lewis Mumford, Lee Simonson, Hugh Ferriss, Norman Bel Geddes, Paul T. Frankl and Edward Steichen discuss modernistic design as it is used in interior decorating, industry, architecture, photography and advertising. The book is fully illustrated.

Lewis, Harry F.

Fundamentals of organic chemistry. 390p. il. D (Internat'l chemical ser.) '30 N. Y., McGraw-Hill \$2.75

Löns, Hermann

Aus Wald und Heide; Sagen, Erzählungen, Tiergeschichten, Gedichte. 169p. il. D (Univ. of Chic. junior college ser., Ger.) [c.'30] Chic., Univ. of Chic. Press \$1.35

Lund, Frederick Hansen

Emotions of men. 358p. (bibl. footnotes) diagr. O c. N. Y., Whittlesey House, McGraw-Hill \$2.50

A study of our impulses by a professor of psychology in Temple University.

MacCallum, William George

William Stewart Halsted, surgeon; introd. by Dr. W. H. Welch. 258p. (bibl.) il. O c. Balt., Johns Hopkins Press \$2.75

The life and career of a well-known Baltimore surgeon.

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The cradle days of Natal (1497-1845). 360p. (2p. bibl.) il. O '30 N. Y., Longmans \$6

The early history of the South African country, from the time of Vasco da Gama, to the beginning of British rule.

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An optimistic picture of the future for common stock investors.

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Ensembles for sunny days. 4p. il. O (U. S. Dept. of Agri., leaflet no. 63) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 5 c.

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Papers on the social effects of the southern cotton manufacture.

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The Grand National; foreword by William V. C. Ruxton [lim. ed.] il., maps '30 N. Y., Huntington Press \$25

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A reader for use at the end of the first or the beginning of the second year of college work or in the second year of high school.

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Profitable department store management; introd. by Philip Le Boutillier. 219p. (bibls.) diagr. D c. N. Y., Harper \$4
The outstanding problems of the medium-sized department store discussed by a successful general manager.

Schnackel, H. G.

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Essays, formal and informal; rev. ed. 574p. D '30 N. Y., Richard R. Smith bds., \$2

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Venus and Adonis; il. by Ben Kutcher. 112p. '30 N. Y., Dial Press \$5

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Shapley, Harlow

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Strong, W. Duncan, and others

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Stuart, William

Potato production in the far Western States. 19p. il. O (U. S. Dept. of Agr., farmers' bull. no. 1639) [30] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Tenny Lloyd Stanley

National standards for farm products; rev. by

Caroline B. Sherman. 52p. il. O (U. S. Dept. of Agri., circular no. 8) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Thompson, Ross C.

Asparagus culture. 27p. il. O (U. S. Dept. of Agri., farmers' bull. no. 1646) [30] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap., 5 c.

Thomson's manual of Pacific Northwest finance; 1930 ed. 500p. O '30 Seattle, Thomson's Statistical Service, 215 Columbia St. \$10

Sherman, Harold Morrow

Batter up! A story of American Legion junior baseball. 315p. il. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Ding Palmer, air detective. 252p. il. D (Buddy bks.) [c.'30] N. Y., Grosset 50 c.

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Stevenson, Robert Louis

The black arrow; il. by H. M. Brock. 294p. S (Cardinal ser.) '30 N. Y., Macmillan
lea. \$2.50, bxd.

New Arabian nights; il. by H. R. Millar. 350p. S (Cardinal ser.) '30 N. Y., Macmillan
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Stewart, C. J.

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Robert the Roundhead; il. by H. C. Pitz [juvenile]. 221p. il. (col. front.) D '30 N. Y., Oxford \$2.50

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Atalanta in Calydon; introd. by Georges Lafourcade [lim. ed., facsimile of 1st ed.]. '30 N. Y., Oxford \$10

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Honey Bunch, her first trip on the Great Lakes. 184p. il. D (Honey Bunch b'ks) [c.'30] N. Y., Grosset 50 c.

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An introduction to chemistry; a pandemic text. 561p. il. D (Internat'l chemical ser.) '30 N. Y., McGraw-Hill \$3.50

Towers, Edward, D. D.

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Turner, Nancy Byrd and Gunn, Sidney

The mother of Washington. 284p. (3p. bibl.) il. O c. Hartford, Conn., E. V. Mitchell & Dodd, Mead \$3.50

A life of Mary Ball Washington.

Tyson, Anne Arrington

Magdalen, and other poems. 80p. D c. N. Y., Knickerbocker Press \$2

Voltaire, François Marie Arouet de

The princess of Babylon; il. by Lui Trugo. '30 N. Y., Art Studio Bks. \$10

Walker, Mabel L.

Municipal expenditures. 207p. (6p. bibl.) diagrs. O (J. H. Univ. studies in hist. and political science, new ser., no. 13) [c.'30] Balt., Johns Hopkins Press \$2.25

A study of some recent tendencies in municipal government.

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General information regarding the United States civil service; including list of positions not subject to competitive civil service examination. 29p. O '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.
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Old and Rare Books

Frederick M. Hopkins

IN his recent book on "Universities, American, English, German," Dr. Abraham Flexner criticizes some of the American universities severely. He ridiculed Rollins College, in Florida, for instituting a professorship of books. Why a professorship of books, with so many professors of literature of all kinds, queries the critic. The reply from Rollins College was a quotation of a single sentence from Emerson: "Meantime, the colleges, whilst they provide us with libraries, furnish no professors of books; and, I think no chair is more wanted." The *Boston Transcript*, in commenting on "Professors of Books" editorially says: "In the State of Massachusetts, at the last official count, there were in the libraries of our various universities and colleges and professional schools 4,020,795 books. How shall these armies of volumes be marshalled and utilized? How many students graduate each year from our colleges who practically do not know one book from another, to whom a book is just a book? How many young people are there, in school and out, who have no more sense about the choosing of a book than a totally illiterate person? . . . We do not know to what particular phase of the subject the professor of books at Rollins College devotes his attention, but if he possesses a good knowledge of bibliography he has a sure means of making his lectures improving as well as interesting."

THE announcement has just been made of the forthcoming publication of a catalog in three volumes of the De Renne collection of Americana relating to the Colony and State of Georgia. This library possesses by far the most important and valuable collection of historical and literary material relating to the Colony and State of Georgia. Practically all of the known early works are represented,

several by unique copies. There are books of description and travel; exploration and settlement; official Colonial and State publications; Acts, Laws, and Digests; works on the Revolutionary War and the Siege of Savannah in 1779; "Yazoo Fraud" documents and pamphlets; Cherokee and other Indian material; and writings of famous Georgians. There is a splendid collection of maps and a rich collection of Secession and Reconstruction pamphlets and books. The cataloging of the library was done in the main by William Price, under the general direction of Leonard L. Mackall. Some special work was done by Dr. George Watson Cole, librarian emeritus of the Huntington Library, Theodore Lee Cole, of Washington, and others, and the compiling and editing for the press by Miss Azalea Clizbee, 240 West 75th Street, of this city, to whom subscriptions should be sent.

CATALOG No. 3, of "Colored Plate Books and First Editions of Nineteenth Century and Modern Books," just issued by Hamill and Barker, 700 North Michigan Avenue, Chicago, contains 214 lots of well-selected books, in good condition, intended for the discriminating collector. Here are such items as Ackermann's "History of the University of Oxford, its Colleges, Halls, and Public Buildings," 81 colored plates, 2 vols., 4to, London, 1814, first edition, \$350; Surtees's "The Analysis of the Hunting Field," with colored plates by Alken, London, 1846, first issue of the first edition with two original line drawings by Alken inserted, \$1,250; Byron's "Childe Harold's Pilgrimage," Canto third, and canto fourth, 3 vols., London, 1812-18, first edition, \$400; Dickens's Christmas Books, 5 vols., original cloth, London, 1843-48, first editions, \$850; Daniell's "Voyage Round Great Britain," 8 vols., imperial

4to, London, 1814-25, \$1,400; and Stevenson's "New Arabian Nights," 2 vols. cloth, London, 1882, first edition, \$950. These are only a few of many similar rare and valuable books included in the catalog.

A SALE comprising selections from many consignments will be held at Sotheby's, in London, December 15th, and the two following days. The 703 lots comprise valuable manuscripts and autograph and a wide range of rare books. The rarer lots comprise colored plate books, first editions of the seventeenth and eighteenth century, a few illuminated manuscripts of good quality, and interesting presentation and association copies of modern books. The autographic material includes the manuscripts of Disraeli's novels, "Endymion" and "Lothair"; a fine series of letters written by Lord Byron shortly before his death; autograph letters and poems of Burns; fine letters by Dickens, Wordsworth, Lord Tennyson, Napoleon I, and other famous English authors. Reports from London indicate that sales are progressing satisfactorily notwithstanding the general business depression. Many good bids are coming from this side of the Atlantic and American collectors are doing much to support the market.

WE have remarked before at the attractiveness of the catalogs of the Farmington Bookshop, of Farmington, Conn. No. 4, for the "Fall of 1930," comprising "first editions and rare books, chiefly English literature of the seventeenth and eighteenth centuries," including 287 lots, carefully selected, fully described, and moderately priced. A few interesting lots include Bacon's "Essays," newly enlarged edition, London, 1625, first complete edition, \$400; Cervantes's "Don Quixote," 2 vols., folio, Chelsea, 1927-28, Ashendene Press limited edition, \$400; Boswell's "Life of Samuel Johnson," 2 vols., 4to, London, 1791, first edition, \$700; Browne's "Religio Medici," 1643, first authorized edition, \$200; and Schwerdt's "Hunting, Hawking, and Shooting," 3 vols., London, 1928, limited edition, \$700. The catalog was printed by the Walpole Printing Office, New Rochelle, N. Y., and is an excellent piece of typography.

AN odd and unique book is said to be owned by Louis P. Thatcher, of Santa Barbara, Calif. It is composed by A. J. Mayer and printed on cork, and was made especially for the great exhibition of the world's industry in London in 1851. There are 64 plates after Rembrandt, Murillo and other artists. A single page of cork paper is devoted to a single picture. It is bound in a sumptuous artistic binding of full levant morocco, elaborately tooled, watered silk and papers, by Zaehnsdorf. The cork became expensive because the percentage of rejected sheets was large. At different times the owner tried to locate other examples of printing on cork, but has failed to find a single other specimen.

AN international newspaper museum was founded in Aachen (Aix-la-Chapelle), Germany, in 1886, but only a special permit gained the visitor access. It has now, however, been thrown open to the public, and is attracting a large number of interested visitors. The museum is unique of its kind, containing the largest collection of newspapers in the world—150,000 in all. Every country and every language are represented and many curiosities are to be seen, among them an Eskimo paper and manuscript newspapers from the middle of the last century. One of the first Socialist newspapers dating from the revolutionary year 1849, is printed on crimson paper, and there is a copy of the Cologne *Volkszeitung* of October 31, 1889, which contains a long account of the centenary of a well-known firm printed in gold letters.

THE library of the late Mrs. J. H. Bostwick of this city, library sets, the property of Samuel Goldberg of Philadelphia, together with various additions, will be sold by the American Art Association Anderson Galleries, Inc., December 15 and 16. The books include first editions of American and English authors, choice collected and standard sets, Americana, and considerable rare material of a miscellaneous character. The historical and literary letters, documents and manuscripts are important, and include documents signed by William Penn, letters by Franklin, Jefferson, Lincoln, and others. There is quite a collection of maps and atlases of American interest.

CATALOG No. 11, comprising "first editions and rare books," comes from the Pegasus Book Shop, Inc., 31 East 60th Street. First editions of American authors predominate and include many rare and valuable items.

Auction Calendar

Monday and Tuesday afternoons, December 15th and 16th, at 2:15. The library of the late Mrs. J. H. Bostwick, New York City, autograph letters of Samuel A. Goldberg, Philadelphia, private sources, historical maps, etc. (Items 372.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

Thursday evening, December 18th, at 8:15. Rare Americana from several consignors. (No. 8; Items 246.) Ritter-Hopson Galleries, 16 East 60th St., New York City.

Catalogs Received

Americana. (No. 76; Items 1147.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Americana. (Items 22.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Americana and miscellaneous literature, including many choice books in fine bindings. (No. 21; Items 456.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

Association books from the library of Christopher D. Morley, the noted essayist, bearing his signature, annotations, etc. (No. 94; Items 55.) Union Square Book Shop, 30 East 14th St., New York City.

Autographs of celebrities, a short selection of interesting and unusual Napoleonic items. (No. 20.) A. F. Vesper & F. H. Vesper, Jr., 765 Quincy St., Brooklyn, N. Y.

Books and autographs of distinction and permanent value. (No. 77; items 498.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Colored plate books. (No. 21; Items 249.) The Putnam Bookstore, 2 West 45th St., New York City.

Etchings, color prints, sporting prints, etc. Goodspeed's, 7 Ashburton Place, Boston, Mass.

Fine autographs of distinction for contents and association. (No. 200; Items 215.) Goodspeed's, 7 Ashburton Place, Boston, Mass.

First editions and desirable items. (No. 61; Items 295.) Alfred F. Goldsmith, 42 Lexington Ave., New York City.

First editions and rare books. (No. 11; Items 342.) Pegasus Book Shop, 31 East 60th St., New York City.

First editions, private presses and bibliography. (No. 113; Items 1822.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

First editions and rare books, chiefly English literature of the seventeenth and eighteenth centuries. (No. 4; Items 287.) Farmington Bookshop, Farmington, Conn.

Illuminated and other manuscripts, incunabula and early printed books. (No. 277; Items 373.) Myers & Co., 102 New Bond St., London, W. 1, England.

Illuminated and other manuscripts, incunabula and early printed books, first editions of famous authors, colored plate books, autograph letters. (No. 277.) Myers & Co., 102 New Bond St., London, W. 1, England.

Interesting items, including collections on London, Shakespeare, etc.; a few autograph letters. (No. 105.) Suckling & Co., 13 Garrick St., London, W. C. 2, England.

Law and law-breaking. (No. 988.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.

Medicine, herbals, alchemy, occult science. (No. 230; Items 424.) Gilhofer & Ranschburg, Bognergasse 2, Vienna, Austria.

Modern first editions and rare books. (Items 364.) The Walden Book Shop, 546 North Michigan Ave., Chicago, Ill.

Modern first editions, both English and American, mostly in pristine state. (No. 4; Items 204.) The Book Shop of Benjamin Hauser, 60 East 42nd St., New York City.

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For the greater convenience of our clients, we are transferring all Exhibitions and Sales of Rare Books to New York City. Until such time as our own location is put in readiness we have obtained the temporary use of the Wallace H. Day Galleries, 16 East 60th Street.

Kindly continue to address all communications to the Newark office.

Sale No. 8—Rare Americana—Dec. 18th—8:15 P.M.

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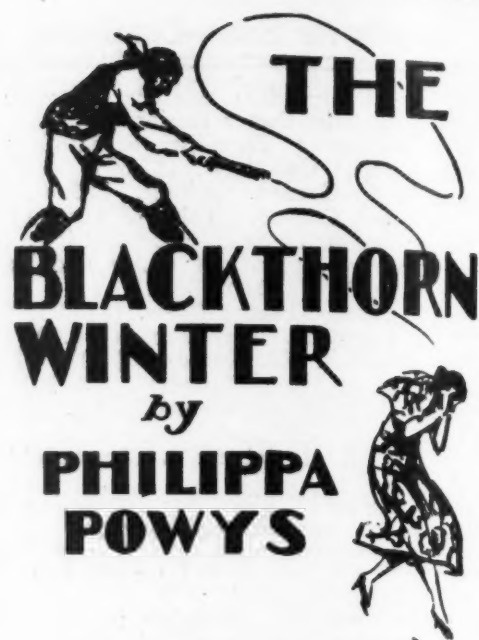
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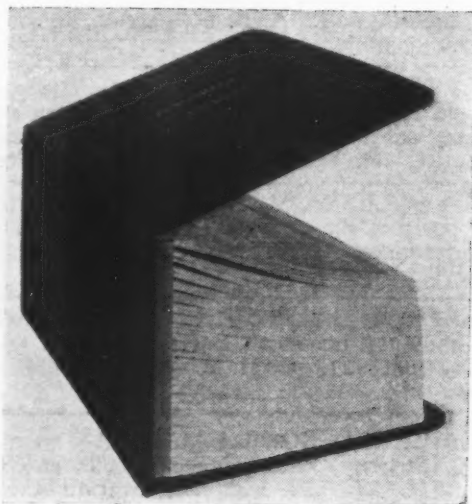
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Forthcoming Issues

✿ ✿ ✿ Margaret Ayer Barnes, author of one of the season's fiction successes, "Years of Grace," has written an article for next week's *Publishers' Weekly* about the pleasant and diverting experiences she has had in her contacts with reviewers, the booktrade and the public. ✿ ✿ ✿

✿ ✿ ✿ Also scheduled for next week is an article by G. Hirschfeld on "The Dilemma of the German Book Publisher." Mr. Hirschfeld is a resident representative of some of the leading German trade journals. ✿ ✿ ✿

✿ ✿ ✿ Franklin Watts' next chapter on "Small Bookshop Management" is entitled "Some Further Hints on Sales Promotion" and will appear next week. ✿ ✿ ✿

✿ ✿ ✿ Among other articles in December are "The Browser" by "Elspeth"; "The Bookstore From the Purchasers' Point of View" by Barbara Birkhoff, and "Naming the Bookshop" by Eve M. Barrett. ✿ ✿ ✿

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